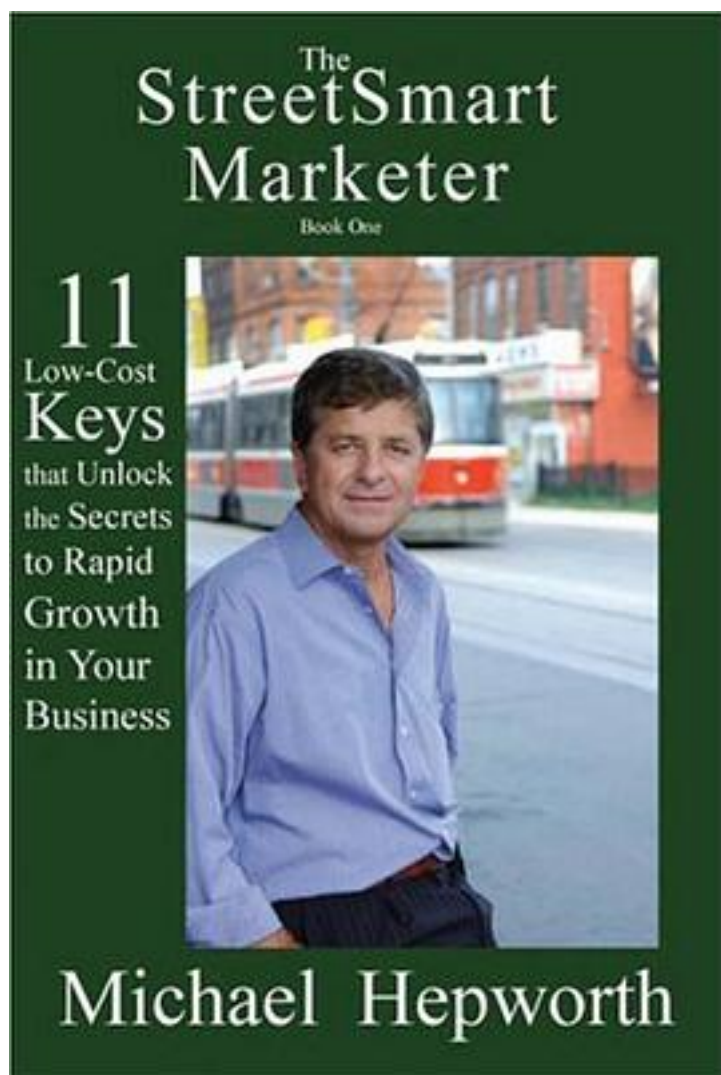


StreetSmart Marketer



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This is a fictional story to present realistic, low-cost marketing advice that really works. A majority of small businesses fail, most within a few years of start-up, some after a generational change in management. Nearly two-thirds of such firms are owned or managed by women. So, the odds are clearly stacked against Lindsay Roberts. Fortunately, the "StreetSmart Marketer" comes to the rescue with timely tips to help our heroine succeed. Among the topics covered are Me Marketing versus You Marketing; How to Woo Your customers; Cultivating Ideal Prospects; and much more. Certain to appeal to the millions of small business owners and entrepreneurs eager for low-cost advice to achieve greater success.

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