

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson, author
GUERRILLA MARKETING

Feb. 2003

Roger C. Parker's

Guerrilla Marketing & Design

Recommended reading

The 12 best marketing books of the past 30 years

These books introduced new concepts and changed marketing forever. Listed alphabetically by author's last name, the following are not ego-drenched flash-in-the-pan "best-sellers," but books that offer concisely written, timeless advice.

Getting Everything You Can Out of All You've Got

Jay Abraham

Forgive the "overpromise" title. The book describes a new philosophy of customer satisfaction along with the steps needed to turn goals into reality.

The Invisible Touch: The Four Keys to Modern Marketing.

Harry Beckwith

THE INVISIBLE TOUCH focuses on the problem encountered selling services: it is impossible for prospects to effectively evaluate a service before buying it. In the absence of service "specifications," Beckwith outlines ways you can convince your prospects that your firm represents a safe choice.

The Copywriter's Handbook

Bob Bly

Bob is a consummate writer, at ease writing sales copy, or—as in this case—showing others how to do it. Bob has helped a generation of copywriters get their start and move on to great success.

The E-Myth Revisited

Michael Gerber

Gerber describes how to apply "franchise prototype" concepts to your business. Run your business as if you were creating a prototype for franchising around the country by creating written procedures and standards.

Permission Marketing: Turning Strangers into Friends

Seth Godin

Most businesses can't afford to advertise in print and on radio/TV because their advertising rates are set by warehouse superstores and fast-food restaurants.

To effectively communicate in a super-competitive media-saturated environment, entrepreneurs must obtain permission from prospects and customers to communicate relevant information with them in the future.

*There's more
to branding
than type
and color*

The Experience Economy

Joseph B. Gilmore and B. Joseph Pine II

More and more businesses around the world are selling “experience” rather than just a “product.” The total experience—i.e., visiting Disneyland, flying SouthWest Airlines, or drinking coffee at Starbucks—is more important than the transportation delivered or coffee consumed. You’ll learn how to add “experience” to *your* transactions.

Jumpstart Your Business Brain

Doug Hall

Why doesn't your advertising work better? Maybe you have not identified the most important benefit you offer your market or stated it as believably and compelling as possible. JUMPSTART helps you re-examine your positioning statements and restate them more effectively.

Guerrilla Marketing

Jay Conrad Levinson

Guerrilla Marketing has been guiding businesses owners for twenty-five years. In this, and following books, Jay focuses on “clients with thousand dollar advertising budgets instead of million dollar advertising budgets” and describes proven low-cost/high-benefit tactics.

Other important titles in the series include GUERRILLA CREATIVITY and GUERRILLA PUBLICITY.

The Loyalty Effect

Frederick Reichheld

This is the first book that puts a dollars-and-cents value on customer retention. Reichheld shows how customer retention reduces marketing costs increases selling prices and margins.

Positioning: The Battle For Your Mind

Al Ries and Jack Trout

The 20th Anniversary Edition of this landmark book contains not only the text of the first edition, but annotations updating the authors' ideas.

Spiritual Marketing

Joseph Vitale

By visualizing yourself as more successful than you are, you will recognize and take advantage of opportunities that you might otherwise not even notice.

Legendary Brands

Laurence Vincent

There's more to branding than type and color. At its highest level of success, consumers adopt the myth surrounding firms and the myth becomes a part of their identity with the firm.

For more information

Coming soon: THE BEST OF GUERRILLA MARKETING & DESIGN. *Hundreds of ideas in one convenient location!* Choose either print or e-book format.



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