

Marketing Success

By Tony Gattari and Shaun Mooney. Published by Ark House Press, North Sydney, NSW, 2007. 197 pages (paperback). RRP: \$24.95. ISBN: 9 780980 345889. Available from www.achieversgroup.com.au

Reviewed by BOB CRAWSHAW AMAMI

I know I have to, but do I really have to?

This is the agonising question small business owners often ask when faced with the prospect of marketing. Instinctively, they know marketing is a must if their business is to grow, yet they are fearful of wasting money, time and effort on promotions that may never see a return. Their anxiety grows if they lack the knowledge to confidently enter the marketing arena, or have been disappointed by past experiences with marketing consultants.

Two Australian businessmen have written a book that can help people in this situation. Tony Gattari and Shaun Mooney's *Marketing Success* is a gutsy little read (less than 200 pages) that takes the mystery out of marketing and should find an eager audience among Australia's small business owners.

For nine years Gattari was the general manager for Harvey Norman's Computer and Communications Division, where he oversaw growth in earnings from \$9 million to \$565 million. Mooney consults in marketing, sales and operations with clients across several industries.

The book is simple and straightforward, and people following its advice should get off to a solid start in their marketing.

Gattari and Mooney guide the reader through fundamental concepts such as identifying market categories, determining customer profiles, and encouraging businesses to develop their own unique selling propositions. The book then explores how to run low-cost promotional campaigns using media relations, direct marketing, advertising, sponsorships, word of mouth and other tools.

It is the chapters on pricing and sales that really deserve attention. They provide valuable insights into training, motivating and rewarding sales staff, how to bundle products and services into value-add customer packages, and leaping ahead of the competition by introducing new products or services.

Marketing Success is easy to follow and complete with worksheets and templates so that readers can apply the information in each chapter to their real-world situation. It is also sprinkled with vignettes showing people succeeding after applying Gattari's and Mooney's techniques.

The final chapter will resonate with all marketers no matter what level they operate. It is about the need for continuing discipline in marketing, getting the basics right each day, and setting and tracking budgets, targets and timetables. This is not the glamour end of marketing, but businesses are unlikely to succeed without it.

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