

# BOOKREVIEWS



## MAVERICK MARKETING BY LISA MESSENGER MESSENGER PUBLISHING

If you want to read a really creative book about self-publishing, then *Maverick Marketing* is for you. Author Lisa Messenger's essential philosophy is clear: Self-publishing is not a last resort but the chance for authors to control the publishing process themselves and make it especially profitable.

Using her own experience and integrating case studies and checklists, she discusses viral marketing, public relations, database marketing, networking and customer relationship marketing. In her opinion, an independent author has to understand that every book is also a business venture.

The design of the book is for those who like it coloured: with its dazzling pink layout and abundant use of design elements, it does not look like a business book. Besides, the 'pink' layout implies that the target audience are only females, which is essentially not true. *Maverick Marketing* is equally interesting for women and men, and it is definitely a serious business text.

While the focus of the book is on publishing, it also contains a broader marketing message for any small business owner: just because your resources are limited, you do not have to abandon your marketing activities. Get to know your market better than anyone else, be creative, and build a strong brand.

Reviewed by Christian Dammann



## HOW TO GROW YOUR BUSINESS BY TAKING 3 MONTHS OFF BY LOUISE WOODBURY AND WILLIAM DE ORA QUANTUM DYNAMICS

The title is certainly a grabber - audacious at the very least - offering a seemingly impossible promise to the small business owner. My first reaction was that it might be yet another one of those 'do it my way' books that promise plenty but offer little but empty words.

In the case of *How to grow your business by taking 3 months off* nothing could be further from the truth. This is the real deal, written from hard-won experience.

Authors Louise Woodbury and William de Ora have done the hard yards themselves, so the book is essentially a hands-on case history of how they and the people they wrote about were able to detach themselves from their business while keeping it running more profitably than ever.

The book, by its very premise - that you have decided to take three months off - not only challenges SME owners to bite the bullet and take a good hard look at where they and their business are at, but it forces them to face the challenges of their absence and find solutions.

*How to grow your business by taking 3 months off* is available from bookshops ISBN 0-9775629-0-5; failing that it can be ordered from their website at [www.take3months.com](http://www.take3months.com).

Reviewed by Peter Read



## SECRETS OF TOP SALES PROFESSIONALS EXPOSED BY DALE BEAUMONT DREAM EXPRESS PUBLISHING

Dale Beaumont has done it again! His *Secrets Exposed* series continues to find the best of the best and then mine them for the top tips on how they made it. When you read this book you get the opportunity to learn from masters... and in this case master salespeople.

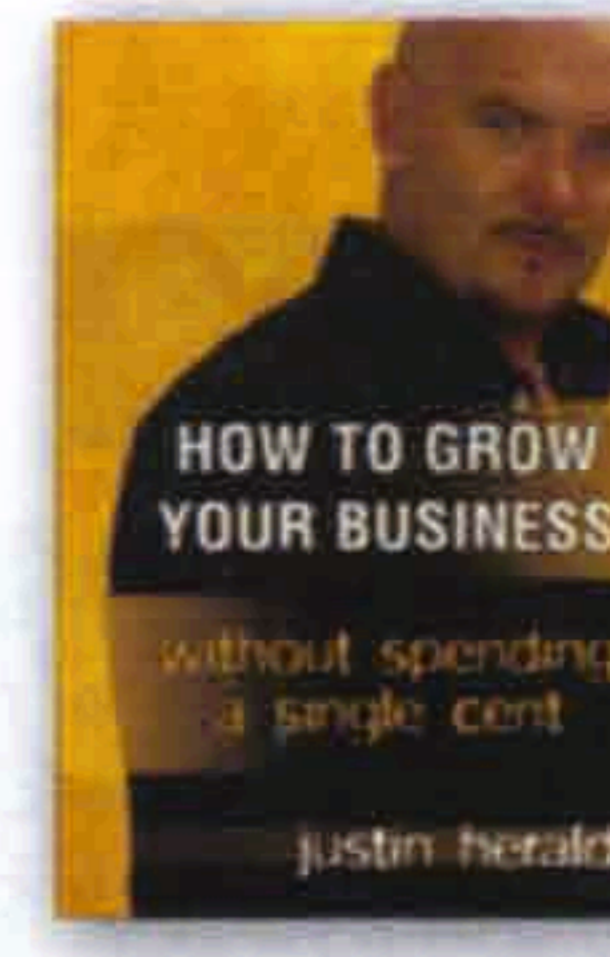
The book follows Beaumont's tried and true formula of interviewing 15 or more leaders in their field and gleaning the essence of what made them successful. Its easy-to-read format makes it very attractive for busy, 'spare me the narrative' business/sales people.

What sets this book apart is it focuses on not just what these masters 'do' so much as what they believe, what motivates them and if you really look closely what constitutes their 'winning' attitude.

The true value of this book is the sum total of a wealth of learning, past mistakes, past and present wins and the distinctions about how to succeed. Do you need to be in sales in order to benefit from this? Definitely not; anyone wanting to succeed in business can certainly learn a thing or two.

Each of the contributors has been extraordinarily generous with their contributions - then again successful people often want to share their success. And they do so abundantly in this book.

Reviewed by Jane Jordan



## HOW TO GROW YOUR BUSINESS - WITHOUT SPENDING A SINGLE CENT BY JUSTIN HERALD ALLEN & UNWIN

Ever wanted to know how to grow a multimillion dollar business from fifty dollars? In this book you can read how fashion entrepreneur Justin Herald did it, and he has some ideas to share with you.

The book is based on the common problem that most small businesses just do not have a marketing budget. Justin Herald's starting point to overcome this problem is the competitive advantage. You have to find your point of difference. What makes your business unique?

If customers perceive you just as one of many businesses in the list of firms in the Yellow Pages, you will lose. Find the difference and communicate it. Then you can use public relations, multiplication strategies, service excellence, financial discipline, strategic alliances and relationships to further develop your business. Last but not least, Justin Herald emphasises that your business has essentially the objective to improve your life, not to dominate it.

This book is full of fresh marketing ideas, and it is also the inspiring story of a true entrepreneur. While it is not a sober marketing text, it contains heaps of promising ideas and approaches to boost your business. Since most of them do not cost much, it might be worth implementing them or simply get motivated to build your own creative strategies.

Reviewed by Christian Dammann