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Marketing maestros

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Business development gurus Tony Gattari and Shaun Mooney have released their new book *Marketing Success* (Ark House Press. \$24.95.)

At first blush there was a concern in this reviewer's mind that this book would be a tool to promote the authors and their business development company, Achievers Group, rather than a practical tool for the struggling small business owner with no money to spend on marketing.

But if you ignore the occasional mis-spelling and typographical error, this is a fast-paced read that should take no more than four hours to absorb.

You can almost hear Mr Gattari's enthusiasm for turning a marketing disaster around rise off the page, which is not surprising for a guy who lifted the sales of Harvey Norman's computer division from \$12 million to \$565 million in nine years.

Rather than write about the theory of marketing, Mr Gattari and Mr Mooney draw on their consulting work with clients to pepper the book with real case studies that illustrate successful marketing. They also demonstrate the unsuccessful variety that sucks up a lot of money.

They show how to diagnose, implement consistent marketing strategies and measure the results using low-cost marketing strategies.

The pair describe the book's purpose as "to give you a reality check, build some disciplines into your marketing and get your business to grow immediately".

At the very least, it does the first two. Even those with no marketing background should find it entertaining. In fact, for those of a lateral thinking persuasion who are employed, some of the techniques could be used to raise their profile at work.