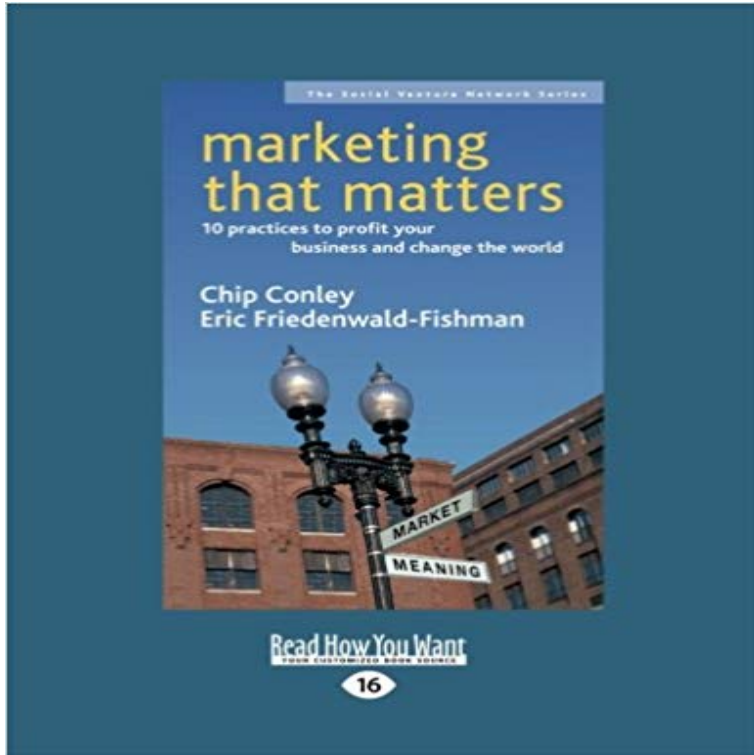


Marketing that Matters: 10 Practices to Profit Your Business and Change the World



If you think marketing is nothing but advertising and promotion, Chip Conley and Eric Friedenwald-Fishman will set you straight in this remarkably concise and practical little book. For example, consider this astonishing fact (plucked from the introduction): With annual sales of more than \$125 million, [Chip Conleys company] Joie de Vivre spends less than \$50,000 annually on traditional advertising yet has a greater market share than its hotel competitors.As you might guess, this book does not advocate your grandfathers concept of marketing. Marketing That Matters sets forth a thoroughly contemporary approach to marketing that is fully in tune with todays intensely competitive and fast-changing business environment an approach that will help you position yourself and your company for continuing success in the challenging years ahead. The numerous examples in this book, drawn from the collective experience of companies affiliated with Social Venture Network (SVN) and from the authors nearly four decades of experience with their own and other firms, illustrate how values-driven companies can succeed in the marketplace while helping make the world better. As Chip and Eric show so clearly, marketing truly succeeds only when it is an authentic expression of a companys mission and when it embodies the companys brand, expressing what they call the three Vs: the value, values, and voice of an organization. If youre looking for insight and practical advice about how to navigate the swirling waters at the intersection of market and meaning, youll find them in this book. This pint-sized volume contains a gallons worth of wisdom. Youll want to keep it on your desk and refer to it again and again.

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