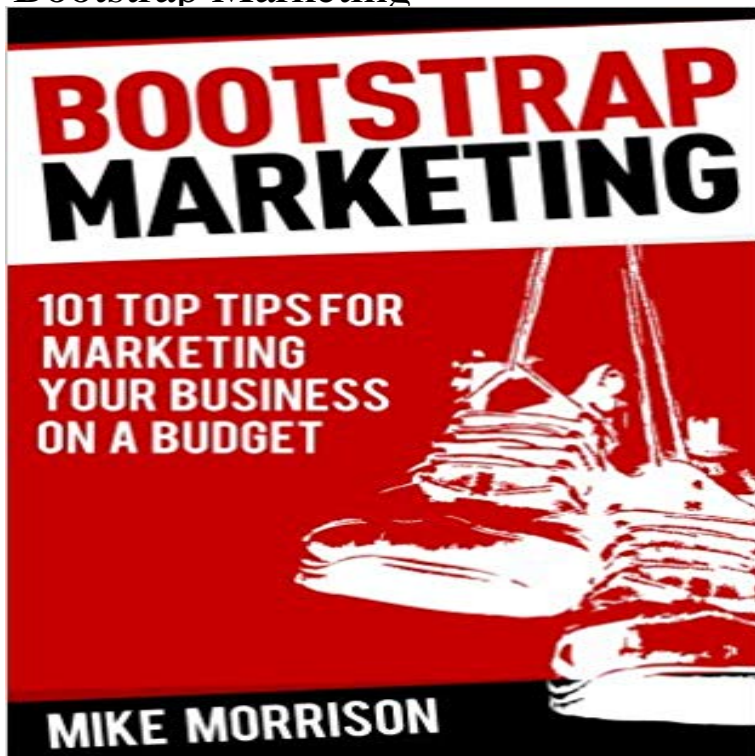


## Bootstrap Marketing



Looking for textbook theory or fodder for 90-page marketing strategy documents? Then this really isn't the book for you! Bootstrap Marketing is a no-nonsense small business marketing book aimed at helping small business owners to market smarter, with low cost/no cost techniques! The majority of small businesses don't have the luxury of an expansive marketing budget - and while many see this as a negative, it's actually a good thing! It forces us to be more creative, more focused and more innovative with our marketing activities. However this isn't always an easy fit for the average small business owner, and so Bootstrap Marketing aims to help identify some of the things you can do to market your business more effectively.

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