



# Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business

By David Siteman Garland

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## Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business By David Siteman Garland

Save time and money in building, marketing and promoting your business

With huge recent shifts in the way enterprises are built, marketed, and monetized, these are "wild west" times for business. In this new landscape, entrepreneurs and small business owners actually have an edge in marketing without spinning their wheels or going broke.

*Smarter, Faster, Cheaper* gives you an innovative, approachable new guide on how to market, promote and improve your business drawing on real world examples and offering practical advice as opposed to fluffy theory. It presents a complete roadmap for marketing and promoting your business with the latest techniques.

- Draws from author David Siteman Garland's extensive experiences as a successful entrepreneur
- Based on countless interviews with successful leaders, including conversations with entrepreneurs and owners of businesses large and small
- Strategies and ideas are easy to understand, digest, and immediately put to use

From learning when to skimp and when to splurge to mastering the art of online schmoozing, *Smarter, Faster, Cheaper* will save you time, money, and aggravation whether you're building your tenth business or your first.

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### Editorial Review

#### Review

"State of the art nuts and bolts for the modern marketer."

—*Seth Godin*, author, *Linchpin*

"A great read for passionate entrepreneurs looking to market their businesses by inspiring, educating, and entertaining."

—*Tony Hsieh*, #1 NY Times bestselling author of "Delivering Happiness" and CEO of Zappos.com, Inc.

"In his smart and practical book, David Siteman Garland shows how to deploy your personality, passion, and knowledge to turbocharge your marketing. This no-nonsense guide will help entrepreneurs large and small spread their message and build their business."

—*Daniel H. Pink*, author of *DRIVE* and *A WHOLE NEW MIND*

"David is energy, passion, and execution rolled into one package. Bet against him at your peril. David Siteman Garland is a trust agent and future king."

—*Chris Brogan*, NYT Bestselling author of *Trust Agents*

"David brings to business marketing something that is essential to your success, motivation and passion. The stories and lessons shared here are rich with real advice wrapped in vitality and proven through experience. Take this book and go earn your success!"

—*Brian Solis*, author of *Engage*, the complete guide for businesses to build, cultivate, and measure success in the social Web

"If you love to spend buckets of money on traditional ads and you can't wait to cold call sales prospects then you don't need this book. But if you're looking for no-nonsense ideas on reaching buyers, then read this book right now. It's a fast read because Garland is non-boring."

—*David Meerman Scott*, bestselling author of *The New Rules of Marketing and PR*

"If you're in to boring marketing books take a pass - this book reads like an enthusiastic success coach urging you to greatness."

—*John Jantsch*, author of *Duct Tape Marketing* and *The Referral Engine*

#### From the Inside Flap

We're in "wild west" times for business. Thanks to social media and new technologies, customer-brand relationships are suddenly wide open and up for grabs. Big players are getting taken down, while upstarts are starting up, gunning for market share, and outmaneuvering the Goliaths. So, just when a rethink might seem in order, why do so many act like it's 1982 all over again? Why do they believe product pushing still works? Or still think dumber, slower, and more expensive is the way to engage customers these days?

If you're interested in building, marketing, and promoting your business with agility and grace, not sloth and dullness, get *Smarter, Faster, Cheaper*. This one-stop guide to the new entrepreneurial landscape—minus the "same old, same old" baggage that drags so many down—gives you real-world examples (as opposed to fluffy theory) from unique, winning innovators, inspiring you to think big and then take successful action.

In Smarter, Faster, Cheaper, you'll meet a slew of already legendary new entrepreneurs and promoters, such as "Nametag Guy" Scott Ginsberg, Bravo's "Millionaire Matchmaker" Patti Stanger, Wine Library founder Gary Vaynerchuk, bestselling author and Squidoo founder Seth Godin, and many, many more. As you learn from their successes and failures, as well as those of author and entrepreneur David Siteman Garland, you'll discover fresh and exciting approaches to:

- Becoming a trusted resource
- Building your audience and community
- Helping others while helping your business
- Using your content as a handshake
- Creating and growing one-on-one relationships with your customers
- Communicating effectively online and via social media
- Avoiding "selling" by educating, inspiring, and entertaining instead
- And more!

Inertia is a powerful force, and many professional marketers and business owners still think "more of the same" is the best way forward. Not you, though! If you recognize the new movement in marketing and promotion, discover how to make your business Smarter, Faster, Cheaper today and win!

From the Back Cover

Praise for Smarter, Faster, Cheaper

"A great read for passionate entrepreneurs looking to market their businesses by inspiring, educating, and entertaining."

—TONY HSIEH, #1 NY Times bestselling author of *Delivering Happiness* and CEO of Zappos.com

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—DANIEL H. PINK, author of *Drive* and *A Whole New Mind*"David is energy, passion, and execution rolled into one package. Bet against him at your peril. David Siteman Garland is a trust agent and future king."

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### **From reader reviews:**

#### **Leticia Hodges:**

This Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business are generally reliable for you who want to certainly be a successful person, why. The explanation of this Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business can be one of several great books you must have will be giving you more than just simple studying food but feed anyone with information that probably will shock your preceding knowledge. This book is handy, you can bring it everywhere and whenever your conditions in the e-book and printed versions. Beside that this Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business giving you an enormous of experience including rich vocabulary, giving you trial of critical thinking that could it useful in your day pastime. So , let's have it appreciate reading.

#### **Deborah Mele:**

Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business can be one of your beginning books that are good idea. We all recommend that straight away because this publication has good vocabulary that can increase your knowledge in vocabulary, easy to understand, bit entertaining but delivering the information. The copy writer giving his/her effort to place every word into pleasure arrangement in writing Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business although doesn't forget the main place, giving the reader the hottest as well as based confirm resource data that maybe you can be one among it. This great information can certainly drawn you into brand-new stage of crucial thinking.

#### **Olga Harrington:**

That guide can make you to feel relax. This book Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business was bright colored and of course has pictures on there. As we know that book Smarter, Faster, Cheaper: Non-Boring, Fluff-Free Strategies for Marketing and Promoting Your Business has many kinds or genre. Start from kids until teenagers. For example Naruto or Investigator Conan you can read and feel that you are the character on there. Therefore , not at all of book are usually make you bored, any it offers up you feel happy, fun and chill out. Try to choose the best book for you personally and try to like reading this.

#### **Martin Hanson:**

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