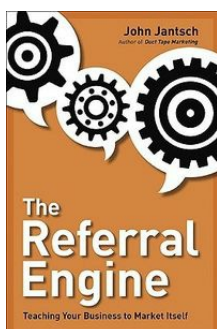


# THE REFERRAL ENGINE: TEACHING YOUR BUSINESS TO MARKET ITSELF

The small business guru behind Duct Tape Marketing shares his most valuable lesson: how to get your customers to do your best marketing for you. The power of glitzy advertising and elaborate marketing campaigns is on the wane;...



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### The Referral Engine: Teaching Your Business to Market Itself

Author	John Jantsch
Original Book Format	Hardcover
Number of Pages	256 pages
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Filesize	6.25 MB

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## Peek Inside the Book

The only worthwhile idea is the one on which you take action. John Jantsch, The Referral Engine: Teaching Your Business to Market Itself //

## Reader's Opinions

I am not going to give this one stars. We listened to the audiobook. Jake is getting quite a bit of inspiration out of it - maybe I should have him...

A very worthwhile business book. Marketing, including advertising, PR & promotion all have their places in selling products or services. But Jantsch gets to the core that it's really 'word of mouth' that drives business. We do business with who we trust and like -- so if you are a business, work on being liked and trusted!