



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

Chip Conley

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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 Conley's 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 grandfather's concept of marketing. Marketing That Matters sets forth a thoroughly contemporary approach to marketing that is fully in tune with today's 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 company's mission and when it embodies the company's brand, expressing what they call "the three Vs: the value, values, and voice of an organization." If you're looking for insight and practical advice about how to navigate the swirling waters at the intersection of market and meaning, you'll find them in this book. This pint-sized volume contains a gallon's worth of wisdom. You'll want to keep it on your desk and refer to it again and again.

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