SELLING THE INVISIBLE

A Field Guide to Modern Marketing

"The one book on marketing I'd have if I could have just one.
A CLASSIC."

—HARVEY MACKAY

HARRY BECKWITH

Contents

-			0		
μ	r	മ	โล	C	ρ
		U	u	·	u

Introduction

GETTING STARTED

SURVEYING AND RESEARCH: EVEN YOUR BEST FRIENDS WON'T TELL YOU

MARKETING IS NOT A DEPARTMENT

PLANNING: THE EIGHTEEN FALLACIES

ANCHORS, WARTS, AND AMERICAN EXPRESS: HOW PROSPECTS THINK

THE MORE YOU SAY, THE LESS PEOPLE HEAR: POSITIONING AND FOCUS

<u>UGLY CATS, BOAT SHOES, AND OVERPRICED</u> <u>JEWELRY: PRICING</u>

MONOGRAM YOUR SHIRTS, NOT YOUR COMPANY: NAMING AND BRANDING

HOW TO SAVE \$500,000: COMMUNICATINGAND SELLING

HOLDING ON TO WHAT YOU'VE GOT: NURTURING AND KEEPING CLIENTS

QUICK FIXES

SUMMING UP

Acknowledgments