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For Immediate Release

# **Marketing That Matters**

## **10 Practices to Profit Your Business and Change the World**

### **By Chip Conley and Eric Friedenwald-Fishman**

In the growing world of socially responsible business, more and more people are attempting to marry their values and their talents to create successful and meaningful careers. For many of these people, marketing is often seen as unsavory and something to be avoided—instead of a key component for establishing their company in the marketplace. *Marketing That Matters* proves that “marketing” does not have to be a dirty word, and the authors—Chip Conley and Eric Friedenwald-Fishman—show that not only can marketing be used to advance the value and values of any business, but also that it *is* possible sell what you do without selling-out who your are.

Conley and Friedenwald-Fishman offer ten key principles that any small or big business can use to engage new customers and strengthen relationships with existing ones. Using real-life examples, they show how to define a company’s mission, goals, and potential audience in ways that are flexible and creative yet always true to the business’s core values. They outline innovative techniques for connecting with customers, for discovering how customers make decisions and for building committed communities of customers, employees, and strategic partners who will spread the word about the company.

The authors emphasize the importance of both authenticity and transparency for the effective marketing of any company that conveys value and values. Through examples and powerful stories, they demonstrate that “relationship” marketing is ultimately about establishing trust, so everything a company does, internally and externally, must reflect and reinforce what it stands for.

Whether you’re an entrepreneur with a socially responsible start-up, the leader of an established socially responsible business, or a marketing professional for a Fortune 500 company who wants to make a difference, you will gain valuable insight from this “in-the-trenches” marketing field manual.

***More...***

**Chip Conley** is founder and CEO of Joie de Vivre Hospitality (JDV), Northern California's largest boutique hotelier. He is coauthor of *The Rebel Rules: Daring to Be Yourself in Business* (with Richard Branson writing the foreword) and *Business Rules of Thumb* (with Seth Godin).

**Eric Friedenwald-Fishman** is president and creative director of Metropolitan Group, one of the country's leading full-service strategic communications and social marketing agencies with offices in Portland, Chicago, and Washington, D.C.

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*"This book is just as valuable to the exec in a big mainstream company as it is to the entrepreneur with a green start-up. I read it in one sitting, and learned things I'm using a day later! Chip and Eric do a phenomenal job of showing how 'marketing that matters' surpasses traditional marketing, and benefits both the company and the community."*

—Barbara Waugh, Director, University Relations, Hewlett-Packard Company, Author, *Soul in the Computer: Story of a Corporate Revolutionary*

*"Chip Conley doesn't just write about this stuff. He lives it."*

—Seth Godin, Author, *All Marketers are Liars*

*"An exceptionally practical, easy-to-read and inspirational guide for marketing any sustainable business. Eric Friedenwald-Fishman has an exceptionally strong grasp of the unique opportunities and pitfalls inherent within both marketing strategies and growing sustainable business"*

—Peri Drysdale, Chief Executive Officer, Snowy Peak Ltd

*"A quick read that is laced with penetrating clarity and marketing insights relevant to both large and small companies alike. Carve out a place for this book that is within arm's reach. **Marketing That Matters** will help you get your message across, forge a stronger, more intimate relationship with your target customer, and avoid the pitfalls and general mistrust of traditional and shallow 'caused based marketing'."*

—Steve Smith, Founder of TAZO TEA

*"Eric has proven himself to be a leading creative, strategic, and results-driven entrepreneur and 'social marketer'. I celebrate the ease with which **Marketing That Matters** conveys practical yet inspirational methods for incorporating key marketing and business strategies into a combination of mission and economically based results."*

—Reginald Stanley, Chief Marketing Officer, Calvert

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

**By Chip Conley and Eric Friedenwald-Fishman**

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## **Announcing the Social Venture Network Series**

Until now, most books on socially responsible business practices have been aimed at major corporations. But small businesses are far more receptive to the “triple bottom line” of people, planet, and profits, because so many of them are started by people determined to bring their personal values to the workplace. And small businesses collectively are huge—they employ half the workforce. Of the more than five million businesses in the United States, only 17,000 have 500 or more workers.

To serve this large and growing market, Berrett-Koehler Publishers has partnered with Social Venture Network (SVN) to produce a series of low-priced, down-to-earth paperback guides that will walk readers through the practical steps of starting and growing a socially responsible business. This series represents the merger of the Berrett-Koehler value of “creating a world that works for all” and Social Venture Network’s commitment to building a just and sustainable world through business.

Far too many companies are focused on the bottom line to the exclusion of everything else. But the members of SVN and the staff of Berrett-Koehler know from their own experience that there can be a new bottom line for business—one that values healthy communities and the human spirit as well as high returns. Drawing on the expertise of SVN members, the Social Venture Network Series will show the owners and managers of small companies how easy—and how profitable—it can be to run a values-based business.

The first two books in the Social Venture Network Series, *Values-Driven Business: How to Change the World, Make Money, and Have Fun* by Ben Cohen and Mal Warwick, and *True to Yourself: Leading a Values-Based Business* by Mark Albion are due out this spring. Watch for *Marketing That Matters: 10 Practices to Drive Your Socially Responsible Business* by Chip Conley and Eric Friedenwald-Fishman and *Growing Local Value: How to Build a Values-Driven Business That Strengthens Your Community* by Laury Hammel and Gun Denhart in Fall of 2006.

About Social Venture Network: Since its founding in 1987, SVN has grown from a handful of visionary individuals into a vibrant community of 400 business owners, investors, and nonprofit leaders who are advancing the movement for social responsibility in business. For more information, see the SVN web site: [www.svn.org](http://www.svn.org).