

Book reviews

I have been asked to review a couple of books over the last few years, both on the subject of marketing. Here's what I thought of them.

[Watertight Marketing](#) (reviewed November 2012)

If you're running a small business and think your marketing activity is as good as it can be, read this book. If you think your marketing could be better, read it twice. I've read many books on marketing and got a lot of value from each of them, but this is the one we will be buying to give to each of our clients. No-nonsense wisdom, perfectly pitched to resonate with all small business owners.

After I'd read it we gave a copy to each of our clients. Many treat it as the bible on marketing for a small business.

You can read what other reviewers thought of Watertight Marketing [here](#).

[Valuable Content Marketing](#) (reviewed September 2012)

If you're not mad, read this book. You would be mad to do business with someone you didn't trust, but in a world of seemingly endless choices, how do people know they can trust you? Being honest and open about what you can do to help them is a pretty good start. But how do you communicate that if you're not in front of them? Having read this immensely helpful book, I now know it is by creating valuable content: something interesting and valuable you can publish online; content that educates, helps or inspires; content appreciated by the reader. This book shows you how with vivid clarity.

My review was of the first edition. Not surprisingly the book proved to be very popular and the [second edition](#) was published in July 2015.

You can read other reviews of Valuable Content Marketing [here](#).

Steve