

Resources for Signers of the Ethical Marketing Pledge

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Many of these resources are taken from Shel's book, *Principled Profit: Marketing That Puts People First*. For the convenience of readers who own the book, new entries are marked by an asterisk. (The book also lists other resources not included here.)

This is not intended to be a complete list, but a jumping-off place for further exploration; the world of information about marketing, ethics, and sustainability is indeed abundant. And although I have verified a number of the resources on this list, I haven't verified all of them. Some just looked useful in a fairly quick glance. And some, like Tim Sanders's and Barbara Waugh's books, I not only read all the way through, but immediately started recommending to others.

A few of the resources here are affiliate links; every one of those is for a product that I believe in and endorse. I believe the affiliate model, properly understood, is a very powerful way to market products through the endorsement of others who truly believe in them. While it may be misused by some who throw up a lot of affiliate links without any familiarity with the product, those marketers who value their reputations will only lend their brand to superior offerings.

If you feel this book is a superior offering, and you'd like information on marketing it to your own audience through a commission arrangement, please [Contact Me](#).

Discounted bulk sales are also available. Write to me at:
[Principled Profits Bulk Sales](#)

To nominate a book or other publication, website, or organization for inclusion in this resource guide, please send an email to [Nominations](#)

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Books

Shel Horowitz's book, *Principled Profit: Marketing That Puts People First*, fits into all of the following categories, so we're putting it up here by itself. Signers of the Ethical Business Pledge are eligible for a significant discount at:

<http://www.principledprofits.com/pledgeorder2.html>

Buy directly from the author (autographs available on request):

<http://www.frugalfun.com/secureorder.html>

Buy from a Booksense independent bookstore:

<http://www.booksense.com/index.jsp?affiliateId=FrugalFun>

Buy from Amazon.com :

<http://www.amazon.com/exec/obidos/asin/0961466669/ref=nosim/globalartstravel>

Understanding Business Ethics Issues and Best Practices

Blanchard, Ken, and Sheldon Bowles. *Raving Fans* (New York: William Morrow, 1993).

Lessons about turning customers into evangelists, told, in the Blanchard tradition, in parable form.

[Click here](#) to purchase from a BookSense independent bookseller

Or [Click here](#) to purchase from Amazon

* Blanchard, Ken and Jesse Stoner. *Full Steam Ahead! Unleash the Power of Vision in Your Company and Your Life* (San Francisco: Berrett-Koehler, 2003) Blanchard's latest shows how a strong vision based in values can turn your company from good to great.

[Click here](#) to purchase from a BookSense independent bookseller

[Click here](#) to order through Amazon.com

Burg, Bob. [Winning Without Intimidation](#) Bob has been one of the people who has helped me to see the wisdom of Marketing That Puts People First. The above link will take you to the purchase page for an e-book that assembles much of his wisdom. You'll also want to subscribe to his weekly newsletter, for free, which you can do at <http://www.burg.com>. In every issue of his free newsletter, you'll see how his low-key, non-confrontational approach leads to increased sales and a happier life.

[Click here](#) to purchase from a BookSense independent bookseller

Or [Click here](#) to purchase from Amazon

* Sherosky, Frank J. *Perfecting Corporate Character: Insightful Lessons for 21st Century Organizations* (Strategic Publications, Inc., 1997). Sherosky argues that corporations, like people, have a character and a soul and a set of values—and that molding toward humanistic values and away from those driven by greed is a central mandate for our time. Written well before the 2002-03 round of business scandals, it seems eerily prescient, if a bit dated in places.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Tannen, Deborah. *The Argument Culture: Moving from Debate to Dialogue* (New York: Random House, 1998). The well-known gender communication expert looks at how to listen to each other and talk so as to be heard.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Walters, Jamie S. *Big Vision, Small Business: \$ Keys to Success Without Growing Big: Do Well, Do Good, Stay Small* (San Francisco: Berrett-Koehler, 2002). A refreshing antidote to the idea that businesses have to become huge in order to make it. Extensive discussion of the need to build genuine relationships in business.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Wreden, Nick. *Fusion Branding: How to Forge Your Brand for the Future* (Atlanta: Accountability Press, 2002). Shows how brands, in the post-mass-market economy, need to be about a great deal more than awareness. Urges companies to develop “a long-term profitable bond between an offering and the purchaser. This relationship is based on trust and loyalty, backed by everyday operational excellence and measured by customer equity.”

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Ethical and Effective Marketing, Step by Step

Horowitz, Shel. *Grassroots Marketing: Getting Noticed in a Noisy World* (White River Junction, Vt.: Chelsea Green, 2000). 306 pages, large-format paperback. Preview/order directly from the author at <http://www.frugalmarketing.com>, 800-683-WORD/413-586-2388.

To buy directly from the author (autographs available on request)

<http://www.frugalfun.com/secureorder.html>

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Evoy, Ken. *Make Your Site Sell*. Ken Evoy always jams a tremendous amount of information into all his e-books. This one is actually a series of e-books totaling about 2000 pages, covering how to develop a website that focuses on what the customer needs, and then turns that focus into sales. He has several other useful e-books, and tons of free information, as well.

[Click here](#) to purchase directly from the author

Ethics Success Stories

* Assaraf, John. *The Street Kid's Guide to Having It All* (San Diego: Longstreet Press, 2003). Once a petty criminal, Assaraf discovered that integrity, combined with clear goals, attracts positive outcomes.

Click here to purchase directly from the author

<http://www.thestreetkid.com/haveitall/>

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Freiberg, Kevin, and Jackie Freiberg. *Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success* (New York: Broadway Books, 1998). Inside story of a company that "gets it."

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Roddick, Anita. *Business As Unusual: The Journey of Anita Roddick and The Body Shop* (London: Thorsons/Harper Collins, 2000). The founder of a hugely successful socially conscious business tells her story.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Wallace, Aubrey. *Green Means* (San Francisco: KQED Books, 1994). Profiles of environmental activists making a difference, many of whom are also making a living at it.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Waugh, Barbara. *The Soul in the Computer: The Story of a Corporate Revolutionary* (Makawa, Hawaii: Inner Ocean Publishing, 2001). Her memoir of the incredible changes she sparked within Hewlett-Packard (covered in detail in *Principled Profit*).

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Sustainable Business

* Dolan, Paul. *True to Our Roots*. Through this book, I became aware of Fetzer's attempt to reengineer the entire American wine industry along sustainable principles.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Hawken, Paul, Amory Lovins, and L. Hunter Lovins. *Natural Capitalism: Creating the Next Industrial Revolution* (New York: Little, Brown, 2002). Includes the Curitiba story described in *Principled Profit* and much more.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Holliday, Charles O., Stephan Schmidheiny, and Philip Watts. *Walking the Talk: The Business Case for Sustainable Development* (San Francisco: World Business Council for Sustainable Development/Berrett-Koehler, 2002). The chairmen of Dupont, Anova Holding AG, and Royal Dutch Shell's board of directors explain why sustainability is good for big business. Somewhat technical, but a perspective you don't often see.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Kelly, Marjorie. *The Divine Right of Capital* (San Francisco: Berrett-Koehler, 2001). A compelling argument that capital, which doesn't have much to do with investing directly into corporations, is inappropriately driving the economy; corporations need to answer to their employees, and not to their shareholders (who, in general, purchase previously owned shares from other stockholders, rather than directly investing in the company. By the editor of Business Ethics magazine.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Customer, Employee, and Competitor Relationships/Career Satisfaction

Brandenburger, Adam M., and Barry J. Nalebuff. *Co-opetition* (New York: Currency Doubleday, 1996). An early book on building alliances with competing and complementary businesses.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Everett, Melissa. *Making a Living While Making a Difference: The Expanded Guide to Creating Careers with a Conscience* (Gabriola Island, British Columbia: New Society Publishers, 1999). How activists can find careers (or start businesses) that fit in well with their values and beliefs.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

* Gross, T. Scott. *Positively Outrageous Service* (New York: Warner Books, 1994). How any business can overdeliver, and turn customers into loyalists and evangelists.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Harder, David. *The Truth About Work: Making a Life and a Living* (Deerfield Beach, Fla.: Health Communications, Inc., 1997). Interviews with famous and unknown people who have passion for their work. Talks about issues such as support, cooperation, quality, loyalty, and more.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Levine, Stewart. *The Book of Agreement* (San Francisco: Berrett-Koehler, 2002). If this book didn't already exist, I'd want to publish it. Levine, a lawyer, writes in his preface that 15 years ago, he "shifted my perspective from an adversarial orientation of 'How can I win by protecting my client more than you protect your client?' to the idea of 'How can everyone get the results they desire from this collaboration?'" Very much in harmony with the ideas in these pages.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Lundin, Dr. Stephen, Harry Paul, and John Christensen. *Fish! A Remarkable Way to Boost Morale and Improve Results* (New York: Hyperion, 2000). How empowered employees, real customer relationships, and a great sense of humor turned an ordinary fish market into a magical place to work.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

* Lundin, Dr. Stephen, Harry Paul, and John Christensen, with Philip Stroud. *Fish! Tales: Bite-sized Stories, Unlimited Possibilities* (New York: Hyperion, 2002). Applying the Fish! principles to other businesses.

[Click here](#) to purchase from a BookSense independent bookseller

* Mitchell, Jack. *Hug Your Customers* (New York: Hyperion, 2003). A business owner who'll do anything for his customers—even fly across the world to deliver a suit! He turns clothing shopping from commodity to magical experience—and he is very well-compensated. I read this all the way through in about two sittings.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Sanders, Tim. *Love Is the Killer App: How to Win Business and Influence Friends* (New York: Crown Business/Random House, 2002). A high-level Yahoo exec discusses compassion, abundance, and love as a business success tool. Young and hip, and very in tune with my views.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Werth, Jacques, and Nicholas E. Ruben. *High Probability Selling* (Newtown, Pa.: Abba Publishing, 1996). Goes into great depth about the selling model of doing business with those who want, need, and can afford your product.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

How To Protect Yourself Against Unethical Behavior Of Others

Fox, Loren. *Enron: The Rise and Fall* (New York: John Wiley, 2003). What happens when the world catches up to crooked companies.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Norman, Al. *Slam-Dunking Wal-Mart* (Atlantic City: Raphel Marketing, 1999). How to block predatory megastores.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Prashad, Vijay. *Fat Cats and Running Dogs: The Enron Stage of Capitalism* (Monroe, Maine: Common Courage Press, 2002). A harsh look at some of the corporate scandals that have rocked the business world.

[Click here](#) to purchase from a BookSense independent bookseller

Or [click here](#) to purchase from Amazon

Quinn, Bill. *How Wal-Mart Is Destroying America (and the World) and What You Can Do about It* (Berkeley: 10 Speed Press, 2000). Another book on the retail giant's predatory practices against not only other retailers but consumers.

[Click here](#) to purchase from a BookSense independent bookseller

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Taylor, Don, and Jeanne Smalling Archer. *Up Against the Wal-Marts: How Your Business Can Prosper in the Shadow of the Retail Giants* (New York: Amacom, 1994). How to thrive when a predator opens next door.

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Or [click here](#) to purchase from Amazon

Magazines

Business Ethics: Just what it says—for fifteen years. Great website, too:

<http://www.business-ethics.com/>.

Utne: Consistently puts out a vision of sustainability, by reprinting articles and news briefs from literally thousands of obscure but excellent publications around the world. Also a huge online community at <http://www.utne.com>. “Utne” is the magazine founder’s last name.

* **Ethix Magazine:** From The Institute for Business, Technology & Ethics, promoting the integration of good business, appropriate technology, and sound ethics.

<http://www.ethix.org/>

* **Ethical Consumer:** The UK's only alternative consumer organization looking at the social and environmental records of the companies behind the brand names.

<http://www.ethicalconsumer.org/>

Websites/E-zines

<http://www.bsr.org> Business for Social Responsibility. The group’s White Paper on socially responsible marketing, which is cited several times in *Principled Profit*, is located at <http://www.bsr.org/BSRResources/WhitePaperDetail.cfm?DocumentID=269>. This document includes a comprehensive list of business organizations that ask their members to conform to a social responsibility code of behavior.

<http://www.daveratner.com> Dave Ratner speaks on how to stay competitive in the face of retail giants like Wal-Mart.

<http://www.expeng.com> Experience Engineering, which helps companies discover why their customers actually come to do business, and how they can make that experience as rewarding as possible for the customer.

<http://www.frugalmarketing.com> FrugalMarketing.com My own hands-on site, filled with practical tips on how to implement better, more cost-effective marketing strategies. Counting Down to Business magazine and the archive of my Monthly Frugal Marketing Tips, there are well over 400 articles on marketing, entrepreneurship, and sustainability. Also contains excerpts from my book *Grassroots Marketing: Getting Noticed in a Noisy World*. The complete articles on Amory Lovins and John Todd are here; they go into far more depth than the excerpts included in *Principled Profit*.

<http://www.marketingbestpractices.com> David Frey's newsletter site. Although David hasn't tried to brand himself, as (for instance) Dan Kennedy and Mark Joyner have, he consistently puts out a thorough analysis and a fresh slant.

<http://www.marketingsherpa.com> A series of e-mail newsletters and articles covering innovative marketing techniques, both on and offline.

<http://www.oceanarts.org> Ocean Arts International-John Todd's water pollution think tank.

<http://www.principledprofits.com> (principledprofit.com should bring you to the same site) The site to support and grow the ideas of the book *Principled Profit: Marketing That Puts People First*. Reader contributions relevant to the book will be posted here as they come in. Also the archives and sign-up form to subscribe to the free monthly e-newsletter, Positive Power of Principled Profit. And, of course, the Ethical Business Pledge that you signed and agreed to publicize.

<http://www.sayitbetter.com> Kare Anderson's site on better communications. Kare is the author of several books, including *Walk Your Talk: Grow Your Business Faster through Successful Cross-Promotional Partnerships* and *Resolving Conflict Sooner*.

<http://www.smallisbeautiful.org> E. F. Schumacher Society website on sustainability.

<http://www.speakernetnews.com> An excellent weekly e-zine with great tips for speakers, almost entirely produced by its readers. Offers useful teleclasses and other resources, too.

http://www.spu.edu/depts/sbe/cib/issues_cib.htm An awesome set of related links assembled by Seattle Pacific University's Center for Integrity in Business.

Websites Covering Sustainable Capitalism Guru Amory Lovins's Work

<http://www.frugalmarketing.com/dtb/dtb.shtml#sustain> Sustainability section of Shel's Down to Business webzine, which includes a review of Lovins's *Natural Capitalism* and an expanded version of Shel's profile of Lovins in *Principled Profit*.

<http://www.rmi.org> Rocky Mountain Institute, Lovins's think-tank.

<http://www.natcap.org/> Natural Capitalism discusses Lovins's four sustainability principles; the Curitiba story is found at <http://www.natcap.org/images/other/NCchapter14.pdf>.

<http://www.hypercar.com> Hypercar, a super-efficient concept vehicle.

http://www.pge.com/003_save_energy/003c_edu_train/pec/info_resourcecmml_res_proj.shtml Pacific Gas & Electric Advanced Customer Technology Test for Maximum Efficiency (energy-efficient tract house).

<http://www.zeri.org> Zero Emissions Research Initiative (bamboo houses)

Corrected URL

At least one of the 92 URLs in *Principled Profit: Marketing That Puts People First* has changed. Public Citizen's chronology of Ford and Firestone's knowledge of the Ford Explorer rollover problem is located (as of this writing, August 2004) at

http://citizen.org/autosafety/suvsafety/ford_frstone/articles.cfm?ID=5336

Organizations Promoting Ethical Business

- * **American Accounting Association's (AAA) Professionalism and Ethics Committee:** For over 10 years, AAA's Professionalism and Ethics Committee has addressed this issue and provided meaningful research and instructional materials to educate academics as to what they should be teaching in classrooms. <http://www.aaahq.org/>
- * **Association of Relators:** The NAR stresses that the importance of adhering to these ethical business practices should not be taken lightly and stresses to the brokers that these standards cannot be overemphasized. <http://www.realtor.org>
- * **Bracher Center for Integrity in Leadership in Monterey:** The vision of the Bracher Center is to restore integrity through insight. A world in which people do what they say, are forthright in their communications, and a handshake solidifies any promise. <http://www.brachercenter.com>
- * **Business Roundtable Institute for Corporate Ethics:** The Business Roundtable is developing a business school ethics curriculum and working to train executives and conduct research into ethical business practices. <http://www.darden.virginia.edu/corporate-ethics/>
- * **Center for Corporate Change (CCC):** A component of the Vail Leadership Institute that is seeking to drive ethical reform in American business. Worked with a research team at the University of Denver to build on baseline research established in 2003 for the debut of its "Changing the Game: Reforming American Business" forum. http://www.vailleadership.org/CCC_Main.asp
- * **Center for Ethical Business Cultures:** CEBC was founded in 1978 as the Minnesota Project on Corporate Responsibility by now-retired CEOs such as Dave Koch of Graco, Chuck Denny of ADC Telecommunications, the late Kenneth Dayton of what was then Dayton Hudson Corp., and Tony Andersen of H.B. Fuller. The executives wanted a group that could set standards and promote ethical business conduct and good corporate citizenship. The center, known previously as the Minnesota Center for Corporate Responsibility, may be best known for developing the "Minnesota Principles," which evolved into a set of global business principles known as the Caux Round Table Principles for Business. The center has an ongoing relationship with the Caux Round Table, a Swiss-based organization of senior business leaders from the Americas, Europe and Asia. <http://www.cebcglobal.org/>
- * **Corporate Knights:** Canada's leading business publication on responsible business, published quarterly. It publishes the annual ranking of the Best 50 Corporate Citizens in Canada. <http://www.corporateknights.ca>

* **Ethics Officer Association:** The Ethics Officer Association (EOA) is the professional association exclusively for managers of ethics, compliance and business conduct programs. The EOA provides ethics officers with training and a variety of conferences and meetings for exchanging best practices in a frank, candid manner. The EOA is a non-consulting, 501c6 non-profit organization. <http://www.eoa.org/>

* **International Center for Corporate Accountability:** A non-governmental organization that has audited several multinationals. The International Center for Corporate Accountability, Inc. ("ICCA") is a not-for-profit watchdog organization dedicated to raising the standards set by multinational corporations for governing worker conditions at their affiliated manufacturing facilities and ensuring that the environmental impact of these factories is within the limits of sustainable development. In addition to field "audits" of corporate facilities, a major component of the ICCA's work consists of the dissemination of the most recent thinking and best practices in the field of corporate ethics through conferences, publications and a Web site. <http://www.ICCA-corporateaccountability.org>

* **National Ethics Bureau (NEB):** The mission of the National Ethics Bureau® (NEB) is to promote consumer confidence within the financial services industry by providing verification of professional license(s), continuing education and the exemplary business ethics of professional advisors nationwide. <http://www.ethicscheck.com>

* **Passkeys Foundation:** The Passkeys Foundation is a non-profit, publicly supported foundation, which serves children, youth, adults and the professional community locally and nationally with values education through its curricula publications, community and national character programs, workshops and writings. <http://www.passkeys.org/>

* **Synchrogenix Information Strategies Inc:** The Synchrogenix team has found a way to equip CEOs with a tool that will restore a positive corporate culture in America. It Starts Here™ methodology has been uniformly well received by politicians and business leaders in the region. "The future belongs to organizations willing to embrace a holistic, systemic process of ethical change," says Barrosse. "It Starts Here™ gives executives a roadmap for self-directed reform." <http://www.synchrogenix.com>

* **The Ethical Funds Company:** As the Socially Responsible Investing leader in Canada, the Ethical Funds Company takes a practical approach to monitoring and assessing sustainability. It promotes the principles of sustainability within the investment community as well as its family of investment funds. In addition to screening and monitoring all securities in the funds, The Ethical Funds Company works with companies held in its funds--as well as industry, regulatory, and like-minded organizations--to encourage corporate accountability, sustainability, and market integrity. <http://www.ethicalfunds.com>

University/College Business Ethics Groups

- * **Albers Business Ethics Initiative:** The Albers Business Ethics Initiative is a three-year program designed to help businesses, non-profits and government as they build more ethical and efficient organizations. The ABEI is directed by [Dr. John W. Dienhart](#), the Frank Shrontz Chair for Business Ethics at Seattle University.
<http://www.seattleu.edu/asbe/abei/default.asp>

- * **Bentley College Center for Business Ethics:** The mission of the Center for Business Ethics is to give leadership in the creation of organizational cultures that align effective business performance with ethical business conduct. <http://ecampus.bentley.edu/dept/cbe/>

- * **Business Ethics Center of Jerusalem:** An independent institute located at the Jerusalem College of Technology. The Business Ethics Center of Jerusalem aims to encourage and promote high standards of business integrity and economic honesty through creating an awareness of Jewish ethical teachings. <http://www.besr.org>

- * **Center for Business Ethics at Warrington College of Business:** Founded to teach and support research in ethical business conduct.
http://www.cba.ufl.edu/mang/programs_sub_poe.htm

- * **Institute for Practical Ethics & Public Life:** To provide an intellectual home for processors and students from across the University who wish to pursue interdisciplinary scholarship, research and teaching on the complex ethical issues that underlie contemporary professional, organizational and public life. <http://www.virginia.edu/ipe/index.html>

- * **Seattle Pacific University's Center for Integrity in Business:** The Center for Integrity in Business was recently established to promote a thorough and rigorous reevaluation of the purposes, role, and values of business in these times of moral and ethical crisis. The Center is aimed at encouraging and facilitating an ongoing dialogue between business people, academics and theologians about how business should work.
<http://www.spu.edu/depts/sbe/cib/index.htm>

- * **The Leatherby Center for Entrepreneurship and Business Ethics at Chapman University:** A resource for entrepreneurial enterprises and offers various outreach programs to promote entrepreneurial capitalism and to foster ethical behavior.
<http://www.chapman.edu/argyros/asbecenters/leatherby/default.asp>

* **The Prudential Business Ethics Center at Rutgers:** Supports conferences, lectures, courses, and research at the Rutgers Business School to provide a practical and intellectually sound grounding in ethics for our students and the business community. The Ethics Center is the sponsor of the Ethics Summer Institute. <http://www.pruethics.rutgers.edu>
Related links: http://www.spu.edu/depts/sbe/cib/issues_cib.htm

Resources to Get Publicity for Your Pledge Efforts

PR Leads: A much less expensive reseller of Profnet, a service that connects journalists working on stories with sources for those stories. I've used this service to get coverage in the New York Times, Fortune Small Business, Microsoft's bCentral.com, Woman's Day, and numerous other major (and minor) media. Read about it in detail at: <http://www.frugalmarketing.com/prleads.shtml>.

Radio TV Interview Report: A magazine for talk-show hosts and producers. Speakers, entrepreneurs, authors, and other sources purchase ads, and RTIR writes the copy. <http://www.rtir.com>

GuestFinder: A website connecting talk-show hosts and producers with potential guests who pay a small yearly fee for a detailed Web page with sample questions, headline topics, seasonal tie-ins, and other benefits <http://www.guestfinder.com>.

Annie Jennings PR: A PR agency that charges only for actual media placements. Also offers a fabulous series of free teleseminars on various aspects of media publicity. Write to Annie@anniejenningspr.com to get on her mailing list. <http://www.anniejenningspr.com>

<http://www.prweb.com/>

ImediaFax: Another inexpensive press release distribution source. <http://www.imediafax.com>

If you have not already purchased a copy of Shel Horowitz's award-winning book, *Principled Profit: Marketing That Puts People First*, please consider buying it. The 160-page book is probably the best single resource for putting ethical practices into your business while increasing your profits.

The book has won endorsements from over 70 prominent authors and entrepreneurs, won or received honors in several awards, and has been chosen by two publishers in other countries. Among its highlights:

- Turn customers, even competitors, into your unpaid sales ambassadors
- Understand why market share is not the right metric—and what is more important
- Make a marketing asset out of your commitment to honesty, integrity, and quality
- And much more.

Signers of the Ethical Business Pledge receive a significant discount on direct-from-publisher orders. Instead of \$17.50, if you've signed the pledge, you pay only \$9.95 (plus applicable shipping and tax).

The first 30 pages are available for free download at <http://www.principledprofits.com>, where you can also read press and reader quotes and learn much more about the book. The site also has a collection of ethics articles. Please also visit that URI or call 800-683-WORD/413-586-2388 to order your copy. (8 a.m. - 10 p.m. Eastern)