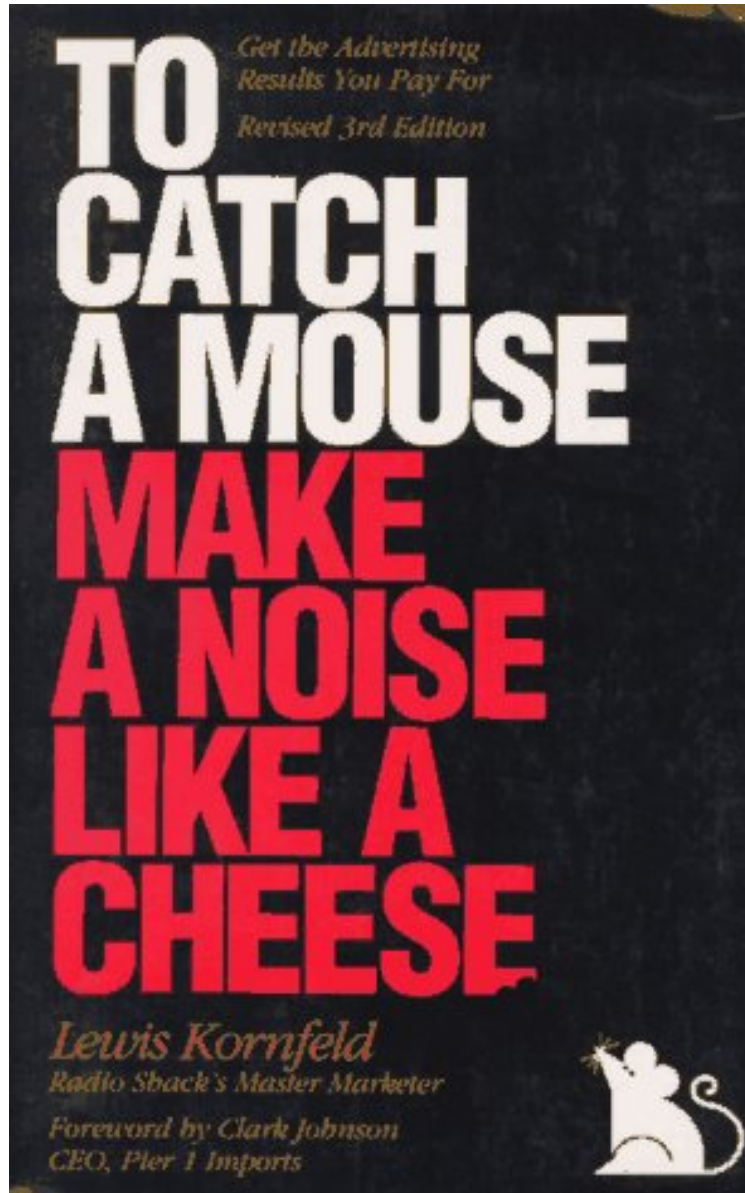


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## To Catch a Mouse Make a Noise like a Cheese

*Lewis Kornfeld*

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**Lewis Kornfeld : To Catch a Mouse Make a Noise like a Cheese** before purchasing it in order to gage whether or not it would be worth my time, and all praised To Catch a Mouse Make a Noise like a Cheese:

0 of 0 people found the following review helpful. Marketing Magic....By Ralph A. Linder Jr.a classic with lots of information that could be used for a web site...6 of 6 people found the following review helpful. Marketing Manual for both Casual and Serious readersBy Kenneth M. MooreWhen Kornfeld ran RadioShack in the early 80's, he wrote a

column that ran inside each month's advertising mailer called Flyerside Chat. It was one of the highlights of getting my mailer - highly entertaining and very well thought out. To Catch a Mouse... is written in that same style. It's loaded with marketing wisdom, but presented in small "bites" that are often not well connected. Primary Premise: "Your most recent customer is your next best customer" (And Shack still lives by that philosophy today - I know - I own one). Translation: it is far more profitable to KEEP a current customer and bring him back again than it is to try to RECRUIT a new customer. The Kornfeld philosophy shows in Shack's marketing today - if you haven't made a purchase at one of the 7,200 RS stores in the last 90-days, your name is dropped off their mailing list. And it shows in their customer service - your problem WILL be resolved because they want you back again soon. To Catch A Mouse is a very funny book. Read it lightly for an entertaining time. Or read it deeply and cull out the Marketing Gems from one of the masters. 5 of 5 people found the following review helpful. a classic marketing text By ski@eDivision.net I bought the first printing (c) 1983 with the Radio Shack cover... and refer to it often when the concept of marketing is the subject. Kornfeld was as much responsible for the microcomputer's success as Steve Jobs. Bold statement... read the book and understand why! Anyone serious about doing business in a free market economy should own AND read this book. Yes, he was an 'advertising' man, but the concepts are still sound today.

Book by Kornfeld, Lewis