



About the Author

André Anthony has been running his own businesses since 1983, where he learnt the hard way the importance of marketing to niches. Prior to this he had a successful 17 year career in Purchasing and Materials Management with a number of high profile multinational electronics companies where he was frequently used as a management trouble shooter.

André owns Niche Market Know-How, an Internet based resource for beginning Niche Marketers.

Why not visit: www.nichemarketknowhow.com where you will find resources for effective niche marketing on the Internet. He also offers simple web design for small businesses and consulting services.

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