



Atlanta Public Relations Guru Says When Small Businesses Face Tough Times - Get Innovative!

October 16, 2008 /EIN News/ -- Atlanta Public Relations Guru Says When Small Businesses Face Tough Times - Get Innovative!

WiredPRNews.com Press Release - West Palm Beach, FL - October 14, 2008- Cutting expenses is one of the first steps small businesses take to offset tough times such as what we all face right now. What goes first? Marketing, Advertising, Labor costs, Employee benefits, yikes!

Hey, this is about survival here! Small businesses start cutting marketing, advertising and other efforts that serve their current customers and attract new ones. Small businesses have to keep up with the times. The art of self-inventing and innovation are essential because innovation is the only edge in the 21st century. Today, technology has made inroads to almost anywhere you may want to travel with your businesses. The advantages we now have at our fingertips, literally were almost unheard of just a few years ago to small businesses.

Some of the newer more innovative techniques to market your business can be found on my website, www.susannefzgerpr.com. Web sites, Search Engine Optimization, internet marketing through social media, public relations through visibility on the world wide web are just a few things you can research. Low cost and very effective, these items are essential to ANY business being successful today, not only small ones.

Thomas Friedman's new book, "Hot, Flat, and Crowded," is a follow-up of his best-seller, "The World is Flat." Recently, he was quoted in The New York Times saying, "A developed country's competitiveness now comes primarily from its capacity to innovate - the ability to create the new products and services that people want." He quoted Curtis Carlson, chief executive of SRI International, a Silicon Valley research company, "As such, innovation is now the only path to growth, prosperity, environmental sustainability and national security for America. "

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