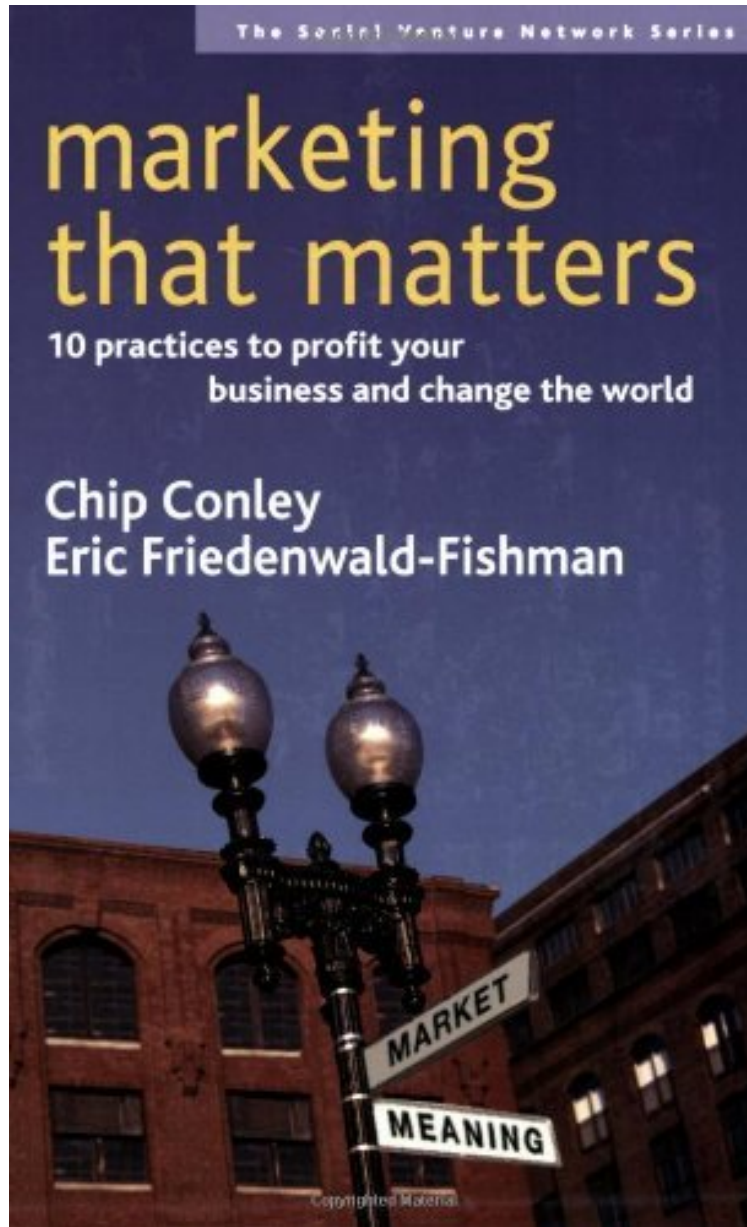


[FREE] Marketing That Matters: 10 Practices to Profit Your Business and Change the World (Social Venture Network)

## Marketing That Matters: 10 Practices to Profit Your Business and Change the World (Social Venture Network)

*Chip Conley, Eric Friedenwald-Fishman*  
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About the Author  
Chip Conley has won numerous awards including Guerrilla Marketer of the Year from the American Travel Marketing Executives, Northern California Entrepreneur of the Year, National Humanitarian Hospitality Company of the Year, and the Experience Stager of the Year at a conference in Las Vegas in which Joie de Vivre beat out competition that included Disney, Cirque de Soleil, and Ian Schrager Hotels. Chip's book, *The Rebel Rules: Daring to be Yourself in Business*, was published