



Contacts: Charles Lago, 760-322-0400

clago@polimediaent.com

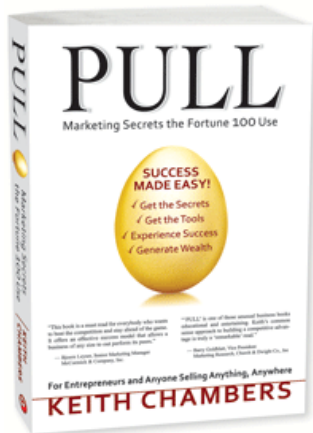
Chris Johnson, 760-322-0400

cjohnson@polimediaent.com

Pull: Marketing Secrets the Fortune 100 Use

By

Keith Chambers



Advance Praise From Industry Experts

"A winning process that challenges you to use the consumer in a unique way! It brings together consumer input and creativity like never before."

Deborah Breivogel, Sr. Mgr, Schering-Plough Healthcare Products

"This book is a must-read for everybody who wants to beat competition and stay ahead of the game. It offers a comprehensive and effective success model that allows business of any size to outperform its peers."

Bjoern Leyser, Senior Marketing Manager, McCormick

"Finally, an insider's guide to marketing secrets that the big boys use. This how-to book on positioning introduces marketers and business owners to an easy-to-follow methodology developed and refined in the marketplace...and proven at the cash register."

Archie J Thornton, former managing dir, Ogilvy & Mather Worldwide

"'PULL' is the first book in my 30 years in the business that has changed the way I think about Marketing. So much of what Keith Chambers says in 'PULL' is so opposite from what we are taught as professional marketers...yet makes so much sense when applied to real world situations. I plan on incorporating the ideas in PULL to both my business and my social life...I think I can improve on both using the tools in 'PULL'."

Wendy Feinberg, President, LW Research

"You'll be challenged to think about your business – what it stands for and how you get that across to your customer. Keith focuses on what motivates the customer at the point of impact. He breaks marketing execution down into a communications framework that anyone can understand and use."

Stephen Bohnet, Sr. Vice-President, Ipsos Vantis Research

"Keith's approach to developing break-through offerings is truly unique and innovative, yet seems so painfully obvious once you see it in 'PULL'."

Amy Abdalah, President of Research, Inside Out, Chicago

"If you need to reinvent your business and grow market share, you need to read 'PULL'."

Archie J Thornton, Ogilvy & Mather Worldwide

"'PULL' makes sense, and it works."

Henry Haskell, Square-H Brands, Inc

"Keith has an unparalleled ability to bring together a deep understanding of human behavior, a command of Marketing fundamentals, and a sharp eye for creative design."

Christopher Cortina, Sr. Brand Mgr, Schering-Plough Healthcare Products

"'PULL' reads like a fast-paced novel and teaches lessons with immediate results which continue to produce exponentially through the years. Thanks, Keith, for your great insight and help to our organization...and to your readers...it worked for us!"

George F. Bauer, Former President & CEO, Miss America Organization

"'PULL' is one of those unusual business books – educational and entertaining. Keith's common-sense approach to building a competitive advantage is truly a remarkable read."

Barry Goldblatt, VP, Marketing Research, Church & Dwight Co., Inc

"We hired Keith Chambers when we first started Stagg Foods in 1972. When we sold Stagg in 1997 to Hormel, he remained our 'hired gun.'"

Bo Hirsch, President, Stagg Foods (1980-95)

Pull: Marketing Secrets the Fortune 100 Use

Keith Chambers * Polimedia Publishing Paperback * \$19.95 * 252 pages *

November 10th, 2009 * ISBN-13 978-0-9768617-7-5

Charles Lago / 760-322-0400, clago@polimediaent.com

Chris Johnson / 760-322-0400, cjohnson@polimediaent.com

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