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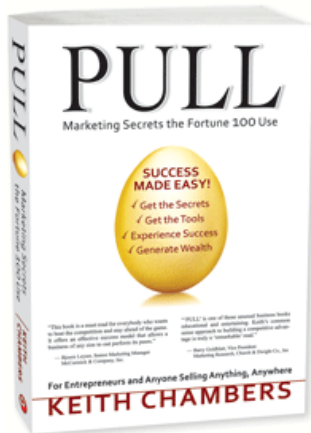
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Pull: Marketing Secrets the Fortune 100 Use

By

Keith Chambers



Legendary marketing maverick, **Keith Chambers**, shares his successful and innovative techniques in **Pull: Marketing Secrets the Fortune 100 Use**. With *Pull*, Chambers recreates his remarkable 'big-business' marketing methodology for small and medium-sized businesses. He explains how *Pull*, (a force in the marketing universe that compels humans to take anything that occurs as extraordinary and quickly make it ordinary), relates to maintaining a strong business identity and presence. He shares the turning points that defined his careers' direction, how best to understand consumer needs, the secrets of his communication model, the components of a successful branding and marketing strategy, and how to implement that strategy.

Keith has assisted more than five hundred goods and service providers in formulating their marketing approach, including *Clorox*, *Del Monte*, *Campbell's*, *Coppertone*, *Arm & Hammer*, *Sparkletts*, *Hormel*, *Scotch-Brite*, and *Equal*. He has helped companies as varied as *Claritin* and the *Miss America Pageant* develop and convey their product message to the consumer. With *Pull*, Chambers shows how his proven techniques can work for any business, regardless of their size or product.

About Keith Chambers

Frequently and consistently ahead of his time, Keith Chambers is often referred to as a renaissance man within the marketing community. He founded The Chambers Group in 1974, which is headquartered in Los Angeles with offices in Minneapolis and Philadelphia. He has, with his two sons, founded Chambers Brothers Entertainment, creating unique programming and films for *Spike TV* and *MTV2*, among others. Chambers is known for his fierce loyalty to his clients, as well as an unwavering commitment to maintain a thorough awareness of the relationship between the products and services he serves, and their target consumers.



Pull: Marketing Secrets the Fortune 100 Use

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