

DISPATCHES™

Insights On Brand Development From The Marketing Front

Monday, October 4, 2010

ANNOUNCING COMPETITIVE POSITIONING

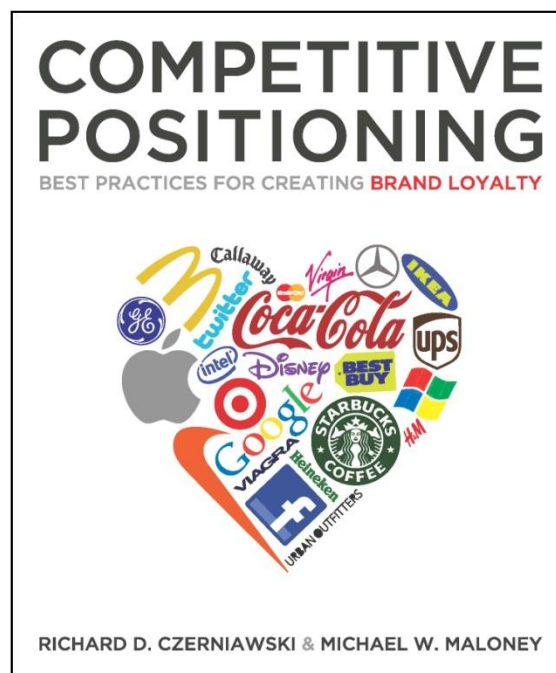
Leo Kiely, Chief Executive Officer, MillerCoors Brewing Company, calls *it* “a must read for serious brand builders everywhere.”

Former Chief Marketing Officer, The Coca-Cola Company, and Founder of the Zyman Group, none other than Sergio Zyman, says, “Bravo ... first class tutorial,” in referring to *it*.

Roy Acosta, Vice President/Area President, CAFE, Alcon, says *it* provides “those best practices to succeed in building leadership brands.”

What is the “*it*” that these three eminently successful brand champions are talking about?

“*It*” is our new book, **COMPETITIVE POSITIONING – Best Practices for Creating Brand Loyalty**. We are proud to provide you with this advance announcement of the book’s availability, beginning today.



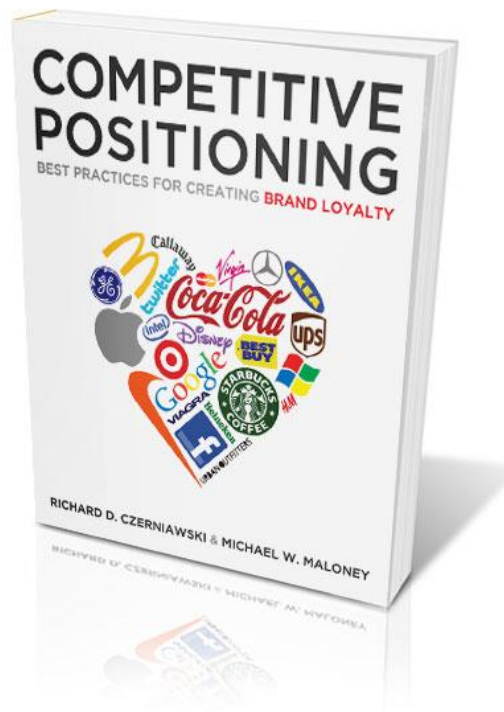
COMPETITIVE POSITIONING – Best Practices for Creating Brand Loyalty empowers insightful marketing professionals with proven principles, insights, a disciplined process, practical tools, and real-world examples, to help build brands that connect emotionally with the heart, and remain uppermost in their customers’ minds. This highly practical and immediately applicable book is grounded in the real-life marketing experiences of Richard Czerniawski and Mike Maloney, master brand builders, who have helped create and grow leading brands throughout the world.

We invite you to visit www.competitivepositioning.info for a look inside the book. You’ll find the: front and back cover (with the book’s Brand Positioning Strategy Statement), inside flaps, Table of Contents, Introduction, Chapter 1, full listing of Testimonials, and Special Videos, among other pertinent elements needed to make a decision whether to purchase this book.

Special Offer

While the book lists for \$40.00 we are offering it to you, our clients and subscribers to DISPATCHES, for \$30.00 (plus shipping and handling). We hope you will take advantage of this special offer and, more importantly, apply your learning from the book to help you build leadership brands that compel loyalty in this “age of sameness,” where products and services (regardless of the sector, category or country) are virtually indistinguishable.

Go ahead. Take a peek. Find out for yourself what Leo Kiely, Sergio Zyman, Roy Acosta, and other highly successful brand champions, are talking about.



www.competitivepositioning.info

Richard Czerniawski and Mike Maloney

Richard Czerniawski

.....
430 Abbotsford Road
Kenilworth, Illinois 60043
tel 847.256.8820
fax 847.256.8847
.....

reply to Richard:
richardcz@bdn-intl.com or
rdczerniawski@cs.com

Mike Maloney

.....
1506 West 13th Street, #17
Austin, Texas 78703
tel 512.236.0971
fax 512.236.0972
.....

reply to Mike:
mwm@bdn-intl.com or
mikewmaloney@gmail.com



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