



Press Release

25 August 2008

For Immediate Release

Proof of *Marketing Success* is in the Sales

Marketing Success, the 'how-to' marketing guide for small business owners by Australian authors and business advisors **Tony Gattari** and **Shaun Mooney** has been re-printed following incredible demand from small business owners.

While many business books generate hype, few have the sales that prove they are a hit with readers. *Marketing Success* has already enjoyed rave reviews from the likes of the Australian Financial Review, The Australian and the Australian Marketing Institute and encourages other publications to review the book; but co-author Tony Gattari believes the more important reviews are coming from people who have purchased the book.

"We have heard great stories from business owners who have put the strategies of the book into practice and have seen fantastic results. Some businesses have even credited improved marketing with saving their business," Mr Gattari said.

The Australian Marketing Institute described *Marketing Success* as "a gutsy little read that takes the mystery out of marketing and should find an eager audience among Australia's small business owners."

The Australian Financial Review was just as glowing in their praise, writing, "The show you how to diagnose, implement consistent marketing strategies and measure the results using low-cost marketing strategies"

Marketing Success is part anecdote, part textbook and part workbook and is available from leading book stores or from www.achieversgroup.com.au. Enquiries from book stores are also welcome.

Tony Gattari is available for media comment and keynote speaking on all business issues, particularly the areas of marketing and sales. He can be contacted on

0410 538 521 or tony@achieversgroup.com.au.

About Marketing Success

Following on from the success of '*Pillars of Business Success*', '*Marketing Success*' draws upon the real-life experience of Tony Gattari, who headed up the Harvey Norman computer and communications division for nine years, overseeing the growth of the division from \$12 million to \$565 million in nine years.

Through the experience of working as a business advisor and trainer to over 110 businesses world-wide with co-author Shaun Mooney, the book highlights the power of Marketing.

The book was birthed from a deep understanding that perception is reality, and marketing is designed to create a perception of value so that customers don't focus on price.

Many business owners view marketing as a mystical, expensive exercise that involves engaging advertising agencies to create an 'image'.

For small and medium business this is ABSOLUTE GARBAGE. Marketing must be measured on the variables that make up sales and profit. Every strategy should be tested, measured and then either eliminated or systemised into the business.

This hard-hitting, no nonsense book is a must read for all those in business who desire to accelerate their sales and profits immediately!

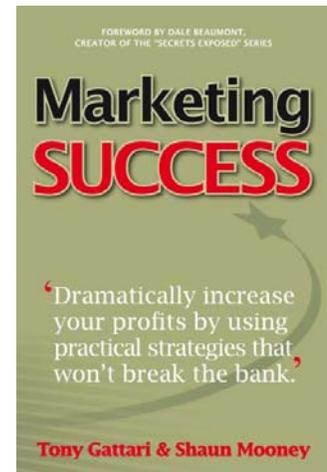
About The Authors

TONY GATTARI

Tony Gattari is the founder and Chief Energy Officer at Achievers Group. **He is a passionate professional speaker, business educator, author and corporate/business advisor whose expertise and passion for business runs deep.** Tony was General Manager for Harvey Norman Computer and Communications Division, where he oversaw the growth of the division from \$12 million to \$565 million in 9 years.

Tony has been the Managing Director of a public listed company and has also been CEO of a successful technology company.

Tony is also the co-author of *The Pillars of Business Success*, *Business Success (due March 2009)* and is also a key contributor for *Secrets of Top Sales Professionals Exposed* and *Secrets of Marketing Experts Exposed*. **He has spoken to over 10,000 people and worked with over 110 companies.**



SHAUN MOONEY

Shaun Mooney is a former Director and Business Advisor of Achievers Group. In January 2008 he launched his own consultancy company ***Profit Marketing***. As the Chief Profit Maker he services SME businesses in Sydney, Australia. Profit Marketing has a simple pledge;

“Marketing Strategies that Increase Your Profits or Your Money Back”.

Shaun also commentates and writes articles for various business and trade publications, such as Inside Retailing, Stationary News, CEOonline, and Bicycling Australia.

Shaun is also the co-author of ***The Pillars of Business Success***.

To learn more about how Profit Marketing can help your business go to ***www.profitmarketing.com.au*** or email ***shaun@profitmarketing.com.au***.