



Press Release

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For Immediate Release

Standing on the Shoulders of Giants

A new book by one of the giants of Australian Marketing is helping small and medium businesses take the mystery out of marketing, and see marketing deliver great results.

Marketing Success, written by marketing experts **Tony Gattari** and **Shaun Mooney**, gives business owners the opportunity to not only hear great marketing success stories, but a chance to understand the principles that led to the success and practical exercises to see the same success in the readers' business.

It was Sir Isaac Newton who commented, "If I have seen further it is because I have been standing on the shoulders of giants." Dale Beaumont, author of the 'Experts Exposed' series of books believes *Marketing Success* gives readers the chance to stand on the shoulders of a Marketing giant, and fast-track their success by learning from the mistakes and successes of Tony Gattari and Shaun Mooney.

"Not just anyone – but from a successful marketer who has invested years of his life learning from his mistakes and improving his marketing acumen," Dale Beaumont proclaimed.

"Our experience is life. We have built numerous businesses, we have experienced success and failure and we have added to our experience by observing, reading and listening to what other companies and individuals do and say about marketing," author Tony Gattari stated.

Those lucky enough to read a preview of the book have raved about the content.

"Without doubt Tony's tried and proven experience shines through in this new book and makes a whole lot of sense of the complicated world of Marketing. This book deals with the real issues of running a business and coming up with solutions that will work," said Mike Jeffs, Managing Director of Network Communications.

Marketing Success is part anecdote, part textbook and part workbook and will equip businesses with marketing strategies to deliver massive profit increases.

Marketing Success is available now from www.achieversgroup.com.au and leading book stores.

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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.

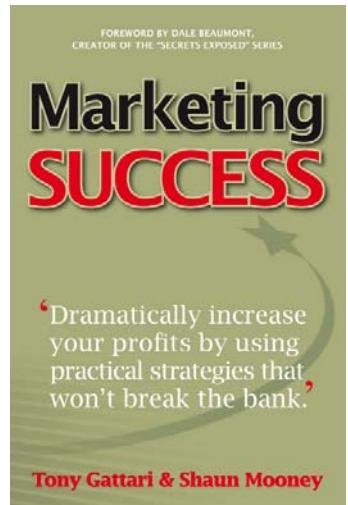
Through the experience of working as a corporate/business advisor and trainer to over 110 businesses world-wide with co-author Shaun Mooney, the book highlights the power of Marketing.

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 Achievers Group

Tony Gattari established Achievers Group in 2002 to provide one-on-one business development and consultancy. Tony has over 20 years experience in all aspects of business.



Tony was the General Manager of Harvey Norman's Computers and Communications Division, and oversaw the growth of the division from \$12 million to \$565 million over nine years.

His ever-increasing list of clients contains more than 110 businesses including Acer Computers, Harvey Norman, Rebel Sport, Gloria Jeans Coffee, Subway, Australian Geographic, Australia Post and other large and well-known companies.

Since 2002 the company has grown to become Australia's leading Business Development Company and now incorporates Shaun Mooney as a business adviser and the recent addition of Peter Irvine as a Franchise Consultant.

