



**Press Release**

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**For Immediate Release**

# **Stop the Bank Manager Knocking on Your Door!**

**In most businesses, Marketing is the area with the greatest room for improvement. Business Owners can begin the road to success by discovering the marketing insights of Tony Gattari and 13 other Australian Marketing gurus.**

*Secrets of Marketing Experts Exposed* is the latest addition to the 'Secrets Exposed' series, with the book taking people up-close and personal with Australia's greatest marketing minds.

"All businesses rise and fall on their ability to market what they do. You can have the greatest product in the world, but if you can't get that message into the marketplace then it won't be long until the bank manager comes knocking on your door," said the book's author, Dale Beaumont.

Amongst the contributors to this book is Australia's leading Business Development Expert Tony Gattari. His exceptional track record in marketing dates back to his days at Harvey Norman, where he oversaw the growth of the Computer and Communications division from \$12 million to \$565 million in sales over nine years.

"I tend to get branded as a 'retail expert', but I have worked with more than 110 businesses across a host of industries and I guarantee that successful marketing principles can be applied to any industry," Tony Gattari explained.

"I hope that my thoughts and insights in 'Secrets of Marketing Experts Exposed' help people realise that marketing is a subject anyone can master," he added.

Topics covered in the book include creating a powerful marketing plan, building a market-leading brand without paying for advertising, how to reach number one on Google, using the media to generate free exposure, and creating joint ventures with multi-nationals.

"By reading this book people will discover that marketing is not 'rocket science', but they should simply follow proven strategies that have been tested over time," concluded the book's author, Dale Beaumont.

**'Secrets of Marketing Experts Exposed' is now available in all good bookstores or can be purchased at [www.achieversgroup.com.au](http://www.achieversgroup.com.au).**

**For more information, or to arrange an interview, please contact:**

**Tony Gattari**

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## About Tony Gattari

Tony has over 20 years experience in all aspects of business and currently heads up his Business Development Company, Achievers Group.

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.

Tony is the co-author of "Pillars of Business success " and "Marketing success" and is a contributor to the recent best seller "Secrets of Marketing Experts Exposed" and "Secrets of Top Salespeople exposed" and his regular magazine columns are read by more than 200,000 people each month.



## About Achievers Group

In 2002 Tony Gattari established Achievers Group to provide one-on-one business advising in all aspects of business. Since then Achievers Group has expanded to offer more extensive services in areas including:

- Consultancy
- Business training
- Executive recruitment
- Retail Solutions
- Franchise solutions
- Key note "wow" speaking
- Strategic direction days
- 13 week business transformational programs
- Business building products including books, CDs, and DVD's.

