

2.0 beta

# Free Press Release

Press release distribution service since 2001.

---

## Executives Find Hope in a Slow Economy from One of the Best New Business Books of 2008

By John Mehrmann

2008-05-20

*“ The Trusted Advocate: Accelerate Success with Authenticity and Integrity is receiving exceptional reviews from business executives, and changing business from the inside out. ”*

### **For\_Immediate\_Release:**

Orange County, CA (FPR) May 20, 2008 – The economy may have slowed for some, but executives who have learned the secrets of The Trusted Advocate are enjoying continued success.

Survival in a slow economy demands that companies maintain the loyalty of existing customers, while growing business with new customers, sometimes at the expense of the competition. Inspired by true events, and filled with stories to illustrate the process, The Trusted Advocate: Accelerate Success with Authenticity and Integrity is a blueprint for success.

“The Trusted Advocate: Accelerate Success with Authenticity and Integrity, by John Mehrmann, is not just a blueprint for sales success, it’s a blueprint for success in general.” Said Frank Niglia, Manager of US Consumer Affairs for Colgate Palmolive. “These concepts can be applied across any industry. A must read for anyone looking to take themselves to the next level.”

Each chapter of The Trusted Advocate: Accelerate Success with Authenticity and Integrity is designed to contain a story inspired by real events that shape common business and life challenges. The stories are supplemented by reflections on the theme, providing additional insight into the concepts and processes. Each chapter contains a short activity to personalize the theme for the individual business environment of the reader.

“Vance Baldwin is in a highly competitive market, with increasing demands, and decreasing margins. Our organization has successfully achieved significant growth, year-over-year, by consistently delivering value added integration and cutting edge ease of use for our clients. Powered by technology, and an unquenchable passion for precision performance, the value that we provide is based on listening to our customers and developing the tools that enable them to meet their business objectives. Our clients also exist in highly competitive environments. We know it, we listen to them, and we respond. Being a trusted advocate is more than just a good idea. It is a business strategy that creates priceless differentiation, fervently loyal customers, and bottom line results,” said Robert Coolidge, President of Vance Baldwin Electronics.

“The Trusted Advocate: Accelerate Success with Authenticity and Integrity is a must read for any business executive,” said Robert Coolidge. “This book belongs on the shelf next to Collins and Covey, and the practical principles should be applied across the organization. Put a copy in the hands of your employees to protect your customers and your profits.”

The Trusted Advocate: Accelerate Success with Authenticity and Integrity is available online from Amazon.com, Amazon. ca, BarnesAndNoble.com, Borders.com, and many other fine Booksellers online.

For more information on The Trusted Advocate: Accelerate Success with Authenticity and Integrity, please visit <http://www.Trusted101.com>

####

### **For more information:**

Keywords: The Trusted Advocate,best new business Books of 2008,hope in a slow economy,Collins and Covey

Contact us: Contact: Public Relations Executive Blueprints Inc 1 Bel Flora Court Aliso Viejo, CA 92656 Ph: 877-290-2503 <http://www.ExecutiveBlueprints.com>

---

Source : <http://www.Free-Press-Release.com/>