

\$21.00

BULL MARKET 2 0 0 4



COMPANIES THAT CAN
HELP YOU MAKE
SOMETHING HAPPEN

COMPILED BY
Seth Godin

BULL MARKET

Compiled by Seth Godin

2nd Edition, May 2004

[Click here](#) to see if there are updates

[Click here](#) to see the Table of Contents

Click here to see Seth's new book, <i>Free Prize Inside</i>
--

©2004, Do You Zoom, Inc.

This book is available for sale for \$21 a copy.

100% of the proceeds go to <http://www.roomtoread.org>

[Click here](#) to find out about buying a copy. Every firm listed in this book has the unlimited right to offer it for download, for free, at their site. If you get it from them, it's yours to keep. Feel free to forward by email to your closest personal friends and business acquaintances.

No animals were injured in the creation of this book. We didn't even cut down any trees. You may not alter this document, nor sell it, nor incorporate it into any other document, printed or online. Thanks.

This ebook is just part of a package of stuff I created in conjunction with my new book, *Free Prize Inside*. You can get another free ebook as well as the electronic footnotes of my book by visiting <http://www.freeprizeinside.com>

If you'd like to nominate your company, your blog or just yourself to be included in the next version of this book, please [click here](#)

TABLE OF CONTENTS

(CLICK ON WHAT YOU'D LIKE TO READ)

[PURPLE COW, EXPLAINED](#)

[FREE PRIZE INSIDE, DEFINED](#)

[ACKNOWLEDGMENTS](#)

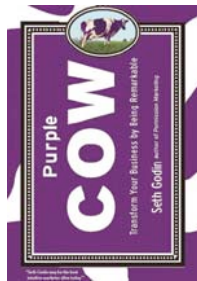
[INTRODUCTION](#)

[BLOGS](#)

[FREELANCERS & CONSULTANTS](#)

MORE INFORMATION (AND FREE STUFF) AT <http://www.sethgodin.com>

If you haven't read *Purple Cow* and *Free Prize Inside*, the little riff that follows over the next few pages is probably worth a look. If you have read *Purple Cow*, good for you! [Click here](#) and you can skip ahead to the rest of this ebook.



You can click on the book cover to get free stuff.

Purple Cow, the condensed version:

How do ideas spread? Why do some charities, movies, architects, politicians, potato chips and cars succeed, while others (just as goodk apparently) fade away?

When was the last time you noticed a cow? Saw a cow on the side of the road, pulled over and gawked... Not likely. Cows, after you've seen them for a while, are boring. They may be well-bred cows, Six Sigma cows, cows lit by a beautiful light, but they are still boring. A Purple Cow, though: Now, *that* would really stand out. The essence of the Purple Cow — the reason it would shine among a crowd of perfectly competent,

even undeniably excellent cows — is that it would be *remarkable*. Something remarkable is worth talking about, worth paying attention to. Boring stuff quickly becomes invisible.

The world is full of boring stuff — brown cows — which is why so few people pay attention. Remarkable marketing is the art of building things worth noticing right into your product or service. Not just slapping on the marketing function as a last-minute add-on, but also understanding from the outset that if your offering itself isn't remarkable, then it's invisible — no matter how much you spend on well-crafted advertising.

This is an essay about what it takes to create and sell something remarkable. It is a manifesto for anyone who wants to make a difference at their organization by helping create products and services that are worth spreading in the first place. Go ahead and be original, because it's the people passion, guts, and daring that will win. Not just because going through life with passion and guts beats the alternative (which it does), but also because it's the *only* way to be successful. Today, the one sure way to fail is to be boring. Your one chance for success is to be remarkable.

Marketing makes no sense. I mean, it appears that there are no rules that always work. What could the Four Seasons and Motel 6 possibly have in common? Other than the fact that both companies have experienced extraordinary success and growth, they couldn't be more different. Or Neiman Marcus and Wal-Mart, both growing during the same decade? Or Nokia (bringing out new hardware every 30 days or so) and

Nintendo (marketing the same Game Boy for 14 years in a row)? In no other field do we find such diverse examples of success.

It's like trying to drive looking in the rearview mirror. Sure, *those* things worked. But do they help us predict what will work tomorrow? The thing that all of those companies have in common is that they have *nothing* in common. They are outliers. They're on the fringes. Superfast or superslow. Very exclusive or very cheap. Extremely big or extremely small.

The reason it's so hard to follow the leader is this: The leader is the leader precisely because he did something remarkable. And that remarkable thing is now taken — so it's no longer remarkable when *you* decide to do it.

[You can find bonus chapters and more from *Purple Cow* at <http://www.Apurplecow.com>]

I'm not talking just about soap and cereal here. I'm talking about marketing any idea—whether it's a political cause or an architectural practice. In each case, if it spreads, you win.

THE SAD TRUTH ABOUT MARKETING JUST ABOUT ANYTHING

Forty years ago, Ron Simek, owner of the Tombstone Tap (named for a nearby cemetery) in Medford, Wisconsin, decided to offer a frozen version of his pizza to his customers. It caught on, and before long, Tombstone Pizza was dominating your grocer's freezer. Kraft eventually bought the brand, advertised it like crazy, and made serious

dough. This was a great American success story: Invent a good product that everyone wants, advertise it to the masses, earn billions.

That strategy didn't just work for pizza. It worked for most everything in your house, including aspirin. Imagine how much fun it must have been to be the first person to market aspirin. Here's a product that just about every person on earth needed and wanted. A product that was inexpensive, easy to try, and promised huge immediate benefits. Obviously, it was a big hit.

Today, a quick visit to the drugstore turns up lots of aspirin and aspirinlike products: Advil, Aleve, Alka-Seltzer Morning Relief, Anacin, Ascriptin, Aspergum, Bayer, Bayer Children's, Bayer Regimen, Bayer Women's, BC Powder, Bufferin, Cope, Ecotrin, Excedrin Extra Strength, Goody's, Motrin, Nuprin, St. Joseph, Tylenol, and, of course, Vanquish. Within each of those brands, there are variations, sizes, and generics that add up to more than 100 different products to choose from.

Think it's still easy to be an analgesics marketer today? How about a minister or a dog groomer? If you developed a new kind of pain reliever, even one that was a little bit better than the ones that I just listed, what would you do? The obvious answer, if you've got money and you believe in your product, is to spend everything you've got to buy tons of national TV and print advertising.

There are a few problems that you'll face, though. First, you need people who want to buy a pain reliever. While it's a

huge market, it's not for everyone. Once you find people who buy pain relievers, then you need people who want to buy a new kind of pain reliever. After all, plenty of people want the "original" kind, the kind they grew up with. Finally, you need to find the people who are willing to listen to what you have to say about your new pain reliever. The vast majority of folks are just too busy and will ignore you, regardless of how many ads you buy. So you just went from an audience of everyone to an audience a fraction of that size. Not only are these folks hard to find, they're picky as well.

Being first in the frozen-pizza category was a good idea. Being first in pain relievers was an even better idea. Alas, they're both taken. Which brings me to the sad truth about marketing just about anything, whether it's a product or a service, whether it's marketed to consumers or corporations: Most people can't buy your product. Either they don't have the money, they don't have the time, or they don't want it.

And those are serious problems. An audience that doesn't have the money to buy what you're selling at the price you need to sell it for is not a market. An audience that doesn't have the time to listen to and understand your pitch treats you as if you and your product were invisible. And an audience that takes the time to hear your pitch and decides that they don't want it . . . well, you're not going to get very far.

The old rule was this: Create safe products and combine them with great marketing. Average products for average

people. *That's broken.* The new rule is: Create remarkable products that the right people seek out.

Sam Adams beer was remarkable, and it captured a huge slice of business from Budweiser. Hard Manufacturing introduced a product that costs 10 times the average (the \$9,945 Doernbecher crib) and opened up an entirely new segment of the hospital-crib market. The electric piano let Yamaha steal an increasingly larger share of the traditional piano market away from the entrenched leaders. Vanguard's remarkably low-cost mutual funds continue to whale away at Fidelity's market dominance. Bic lost tons of market share to Japanese competitors that had developed pens that were remarkably fun to write with, just as Bic had stolen the market away from fountain pens a generation or two earlier.

The more intransigent your market, the more crowded the marketplace, the busier your customers, the more you need a Purple Cow. Half-measures will fail. Overhauling the product with dramatic improvements in things that the right customers care about, on the other hand, can have an enormous payoff.

WHY THERE ARE SO FEW PURPLE COWS

If being a Purple Cow is such an effective way to break through the clutter, why doesn't everyone do it? One reason is that people think the opposite of remarkable is "bad" or "poorly done." They're wrong. Not many companies sell things today that are flat-out lousy. Most sell things that are good enough. That's why the opposite of remarkable is "very good." Very good is an everyday occurrence, hardly worth

mentioning— certainly not the basis of breakthrough success. Are you making very good stuff? How fast can you stop?

Some people would like you to believe that there are too few great ideas, that their product or their industry or their company simply can't support a great idea. That, of course, is absolute nonsense. Another reason the Purple Cow is so rare is because people are so *afraid*.

If you're remarkable, then it's likely that some people won't like you. That's part of the definition of remarkable. Nobody gets unanimous praise — ever. The best the timid can hope for is to be unnoticed. Criticism comes to those who stand out.

Playing it safe. Following the rules. They seem like the best ways to avoid failure. Alas, that pattern is awfully dangerous. The current marketing "rules" will ultimately lead to failure. In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible.

So it seems that we face two choices: Either be invisible, uncriticized, anonymous, and safe or take a chance at true greatness, uniqueness, and the Purple Cow. The point is simple, but it bears repeating: Boring always leads to failure. Boring is always the riskiest strategy. Smart businesspeople realize this and work to minimize (but not eliminate) the risk from the process. They know that sometimes it's not going to work, but they accept the fact that that's okay.

WHY IT PAYS (BIG) TO BE A PURPLE COW

As the ability to be remarkable continues to demonstrate its value in the marketplace, the rewards that follow the Purple Cow increase. Whether you develop a new insurance policy, make a hit record, or write a groundbreaking book, the money and satisfaction that follow are extraordinary. In exchange for taking the risk, creators of a Purple Cow get a huge upside when they get it right.

Even better, you don't have to be remarkable all the time to enjoy the upside. Starbucks was remarkable a few years ago. Now they're boring. But that burst of innovation and insight has allowed them to expand to thousands of stores around the world. Compare that growth in assets to Maxwell House. Ten years ago, all of the brand value in coffee resided with them, not with Starbucks. But Maxwell House played it safe (they thought), and now they remain stuck with not much more than they had a decade ago.

Once you've created something remarkable, the challenge is to do two things simultaneously: One, milk the Purple Cow for everything it's worth. Figure out how to extend it and profit from it for as long as possible. Two, build an environment where you are likely to invent an entirely new Purple Cow in time to replace the first one when its benefits inevitably trail off.

These are contradictory goals. The creator of a Purple Cow enjoys the profits, accolades, and feeling of omniscience that come with a success. None of those outcomes accompany a failed attempt at a new Cow. Thus, the tempting thing to do is to coast. Take no chances. Take profits. Fail to reinvest.

AOL, Marriott, Marvel Comics, Palm, Yahoo — the list goes on and on. Each company had a breakthrough, built an empire around it, and then failed to take another risk. It used to be easy to coast for a long time after a few remarkable successes. Disney coasted for decades. Milton Berle did too. It's too easy to decide to sit out the next round, rationalizing that you're spending the time and energy to build on what you've got instead of investing in the future. So here's one simple, tangible suggestion. Create two teams: the inventors and the milkers. Put them in separate buildings. Hold a formal ceremony when you move a product from one group to the other. Celebrate them both, and rotate people around.

WHAT IT MEANS TO BE A MARKETER TODAY

If the Purple Cow is now one of the *Ps* of marketing, it has a series of big implications for the enterprise. In fact, it changes the definition of marketing. It used to be that engineering invented, manufacturing built, marketing marketed, sales sold, and the president managed the whole shebang. Marketing, better called "advertising," was about communicating the values of a product after it had been developed and manufactured.

That's clearly not a valid strategy in a world where product attributes (everything from service to design) are now at the heart of what it means to be a marketer. Marketing is the act of inventing the product. The effort of designing it. The craft of producing it. The art of pricing it. The technique of selling it. How can a Purple Cow company not be run by a marketer?

Companies that create Purple Cows, such as JetBlue Airways, Hasbro, Poland Spring, and Starbucks, *have to be run by marketers*. Turns out that the CEO of JetBlue made a critical decision on day one: He put the head of marketing in charge of product design and training as well. It shows. JetBlue sells a time-sensitive commodity just like American Airlines does, but somehow it manages to make a profit doing it. All of these companies are marketers at their very core.

The geniuses who managed to invent 1-800-COLLECT are true marketers. They didn't figure out how to market an existing service. Instead, the marketing is built into the product — from the easy-to-remember phone number to the very idea that MCI could steal the collect-call business from the pay-phone companies.

But isn't the same idea true for a local restaurant, a grinding-wheel company, and Citibank? In a world where anything we need is good enough and where just about all of the profit comes from the Purple Cow, we must all be marketers.

You've got a chance to reinvent who you are and what you do. Your company can reenergize itself around the idea of involving designers in marketing and marketers in design. You can stop fighting slow growth with mind-numbing grunt work and start investing in insight and innovation instead. If a company is failing, it's the fault of the most senior management, and the problem is probably this: They are just running a company, not marketing a product. And today, that's a remarkably ineffective way to compete.

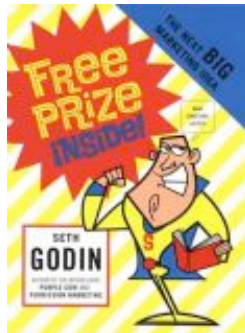
10 WAYS TO RAISE A PURPLE COW

Making and marketing something remarkable means asking new questions — and trying new practices. Here are 10 suggestions.

1. Differentiate your customers. Find the group that's most profitable. Find the group that's most likely to influence other customers. Figure out how to develop for, advertise to, or reward either group. Ignore the rest. Cater to the customers you would choose if you could choose your customers.
2. If you could pick one underserved niche to target (and to dominate), what would it be? Why not launch a product to compete with your own that does nothing but appeal to that market?
3. Create two teams: the inventors and the milkers. Put them in separate buildings. Hold a formal ceremony when you move a product from one group to the other. Celebrate them both, and rotate people around.
4. Do you have the email addresses of the 20% of your customer base that loves what you do? If not, start getting them. If you do, what could you make for them that would be superspecial?
5. Remarkable isn't always about changing the biggest machine in your factory. It can be the way you answer the phone, launch a new brand, or price a revision to your software. Getting in the habit of doing the "unsafe" thing every time you have the opportunity is the best way to see what's working and what's not.

6. Explore the limits. What if you're the cheapest, the fastest, the slowest, the hottest, the coldest, the easiest, the most efficient, the loudest, the most hated, the copycat, the outsider, the hardest, the oldest, the newest, or just the most! If there's a limit, you should (must) test it.
7. Think small. One vestige of the TV-industrial complex is a need to think mass. If it doesn't appeal to everyone, the thinking goes, it's not worth it. No longer. Think of the smallest conceivable market and describe a product that overwhelms it with its remarkability. Go from there.
8. Find things that are "just not done" in your industry, and then go ahead and do them. For example, JetBlue Airways almost instituted a dress code — for its passengers! The company is still playing with the idea of giving a free airline ticket to the best-dressed person on the plane. A plastic surgeon could offer gift certificates. A book publisher could put a book on sale for a certain period of time. Stew Leonard's took the strawberries out of the little green plastic cages and let the customers pick their own. Sales doubled.
9. Ask, "Why not?" Almost everything you don't do has no good reason for it. Almost everything you don't do is the result of fear or inertia or a historical lack of someone asking, "Why not?"
10. What would happen if you simply told the truth inside your company and to your customers?

If you have read *Free Prize Inside*, good for you! [Click here](#) and you can skip ahead to the rest of this ebook.



You can click on the book cover to get more free stuff.

Free Prize Inside, the condensed version:

Every company needs to grow, and traditionally, organizations have focused on two reliable ways to accomplish that growth: big ads and big innovation.

Big ads are a problem because advertising doesn't work like it used to. Many ads are underwater, costing more than they generate.

Big innovation is a problem too. R&D is too expensive, the glut of technology and patents and noise makes it harder than ever to predict and then successfully execute the next big thing.

Fortunately, there's a third way. Soft innovations. The clever, insightful, useful small ideas that just about anyone in an organization can think up. Soft innovations can make your product into a Purple Cow, they can make it remarkable. They do this by solving a problem that's peripheral to what your product is ostensibly about. It's a second reason to buy the thing, and perhaps a first reason to talk about it. It may seem like a gimmick, but soon, what seems like a gimmick becomes an essential element in your product or service.

I call this sort of innovation (when it succeeds) a Free Prize, because the revenue associated with it is far greater than the cost of implementing it.

Finding a Free Prize isn't the difficult part. The difficult part is getting the rest of the organization to embrace it. The only way that can possibly occur is if someone becomes a champion for the idea.

Championing an idea is essential, but no one ever taught us how to do it. By adopting the posture of the champion and following in the path of those that have successfully done it in the past, you can learn how to make something happen.

Every champion has her own range. It's a mistake to try to champion much beyond your reach. Picking a Free Prize that you can actually execute is much smarter than picking the 'best' Free Prize.

Finding the Free Prize doesn't involve brainstorming. Instead, use Edgecraft. Edgecraft is an iterative process that is much easier for an organization to embrace than brainstorming.

There are hundreds of available edges, things you can add to, subtract from or do to your product or service. Find an edge and go all the way to it. Going partway is time-consuming and expensive—and it doesn't work very well. Going all the way to the edge is the only way to jolt the user into noticing what you've done. If they notice you, they're one step closer to talking about you.

It's all marketing now. The organizations that win will be the ones that realize that all they do is create things worth talking about.

Free Prize Inside will be published by Portfolio on May 10, 2004. A limited edition of the book has been published in a collectible cereal box at the same price as the ordinary hardcover. [Click here](#) to find out how to get the collectible edition. These are being sold first-come, first-served at a variety of retailers.

INTRODUCTION TO *THE BULL MARKET*

I actually don't think much of Consulting.

That's sort of funny, because when I was leaving business school, all I wanted to do was be a Consultant. After spending many hours studying the little booklet the University Consulting Club (yes, it really existed) had put together, I was sure that I wanted to work at Pittiglio, Rabin, Todd & McGrath. There was no second choice. I was going to be a Consultant and this was the place for me.

Well, long story short, they refused to even grant me an interview (I just now googled them, expecting to see them in ashes, but there they are, happily doing well—amazingly, they survived without me). Just as well... for both of us.

When we think about Consulting (we do?) it's names like Bain or McKinsey or BCG or Accenture that come to mind. Large groups of highly trained young men and women, in matching blue suits with matching laptops, swooping into a broken company, eager and ready to fix it.

The problem is, they usually don't.

They usually don't because they don't have the leverage. They have the tools, they have the knowledge, but they can't make anything happen because they don't have a fulcrum to lean on. The only way real change happens in an organization is

with leverage, and a champion is required to make leverage work. Only the most exceptional Consultants are able to cause real change to occur.

So why am I sharing such a downbeat story at the beginning of a 500-page book about freelancers and agencies and, yes, consultants? Because there's a big difference between Consultant with a capital "C" and consultant.

The first kind of Consultant: You ask what time it is and they start building you a watch.

The second kind of consultant: You ask what time it is and they borrow your watch and tell you.

You don't need the guys in the blue suits. You don't need the hordes of overpaid MBAs to do your dirty work. You need to do your own dirty work.

But sometimes we get stuck. Sometimes we've been working on something for so long we fail to see the potential for greatness. It's easy to get worn down, to get fatigued after seeing yet another great project torn down. Over time, most organizations get boring. They forget how hard it was to get to where they got, and they become obsessed with eliminating risk.

That's where *Bull Market* comes in.

Bull Market is filled with people who will shake things up.

People who will help you see possibilities where none existed.

Organizations that can turn your product and your service upside down.

It's probably never occurred to you that you could build a giant steel facsimile of your product and put it in your parking lot, or launch a cellular phone version of it or plan a special event around it. That's my point.

If you want to grow, you need to be remarkable. You must create a Purple Cow and have people talk about you. Alas, we've been worn down and it's easy to just give up and be boring.

That's why my new mantra is simple: Make Something Happen. The only person who can actually do that is you, not a hired gun. But what the folks in this vast volume can do is open your eyes, clean the glass and make it clear that there are things worth doing.

The best part is how cheap they are!

You've spent a fortune on infrastructure. You have factories and employees and lawyers and brands. Now, for just a few shekels more, you can turn that into something remarkable. Something worth talking about. Something worth doing.

In [Free Prize Inside](#) I talk about Edgecraft. Edgecraft is a science, not an art. It's the act of going all the way to an edge (and maybe just beyond it) and creating a new thing worth talking about.

A consultant can help you find an edge. Not the perfect edge, but an edge that's good enough to turn into a free prize. The hope is that you can find one of these organizations with clear enough vision that they can show you where the edges lie. They won't get you there (and if they promise they will, run!) but they may be able to show you where there is.

No Guarantees

Consultants rarely offer a money-back guarantee. That's partly because the execution is up to you, not them. It's also because when you're exploring the edges and looking for rapid growth, there *can't* be guarantees! It's the very unknowability of where you're going that makes it attractive in the first place.

For my part, I can't offer you any guarantees either. No guarantees that the people in this book are good or great. No guarantee that they will return your call and deal with your business ethically. I'm assuming they will. I'm hoping they will. But I'm making no promises.

When I put this ebook together, I asked for volunteers. Then I sorted the hundreds of entries. I tried to find big firms and small ones, firms in Kansas and firms in Tokyo. High tech and low. Safe and risky. Each entry was written by the firm itself, with no fact checking by me or anyone else. Your mileage may vary.

So, no promises. It's a buffet. All you care to eat, as they say. If you don't like something, put it back and move on.

Have fun. Go make something happen.

Seth

<http://www.sethgodin.com> is the place to start looking for my stuff.
You can find my blog by clicking on my head. Thanks for reading.

ACKNOWLEDGMENTS

Everything I said in the acknowledgments to *Free Prize Inside*, plus, special *Bull Market* kudos to:

- Every blogger who has blogged these ideas
- Every Bull that went through hoops to be included
- The 1,000 BzzAgents who have worked so hard to bzz the book. Who are they? Glad you asked. Here you go:

Aaron Cohen, Adam Blyweiss, Adam Bragg, Adnan Smajlovic, Adrian Ashmore-Price, Aejaz Muslim, Agnes Ooi, Al Chase, Alan Pohlman, Alan McCann, Alesya Opelt, Alethea Spiridon, Alex Gawley, Alex Seidel, Alex Keefe, Alex Krooglik, Alex Ashton, Alexander Sokolsky, Alexandra Clark, Allan Huntley, Allen D'angelo, Alyssa Conner, Amanda Freeberg, Amie Parra, Amy Lenger, Amy Foose, Amy Chow, Amy Robinson, Amy Bognaski, Andrea Goldstein, Andrea Schara, Andrew Lauck, Andrew Brown, Andrew Feldman, Andrew Careaga, Andrew Allgaier, Andrew Borowiec, Andrew McDuffee, Andrewbzz Bein, Andy Nulman, Andy Louis-Charles, Andy Flacks, Andy Meehan, Angela Jones, Angela Bowen, Angela Dobson, Angela Prestil, Angie Coffey, Ankesh Kothari, Ann Coffou, Anna Redhawk, Anne Peltier, Anthony Bautista, Anthony Roocroft, Antony Ross, Arik Adams, Arnold Light, Arturo Gonzalez, Ashley Squires, Ashley Maphies, Ashley Greco-Stoner, (three, count em, three, Ashley's.) Avi Solomon, (Avi sends me interesting factoids by email all the time) B.L. Ochman, (who has an interesting blog), Barry Adams, Barry Matus, Basil Drolias, Ben Smith, Ben Relles, Ben Bradley, Beth Sturgeon, Beth Davis, Beth Smith, Bev Keller, Beverly Cannelli, Beverly Blackwell, Bill Moore, Bill Flitter, Bill Lennan, Bill Yeadon, Bill Thomas, Bill Skowronnek, Bill Allred, Bill Doerr, Billy Sobczyk, Bj Cobuluis, Blair Beuttas, Bob Gropp, Bob Abbate, Bob Sandidge, Bob Oberst, Bobbie Jo Loske, Bola Odulate, (Bola came to one of my seminars. She's an astonishingly charismatic individual, and now she's running her own seminars in San Francisco), Bonnie Sweet, Bonnie Dillabough, Brad Robertson, Brad Ward, Brad Ipsan, Brad Abare, Brad Macbeth, Brenda Meller, Brenda Price,

Brendan Newlon, Brett Sanders, Brett Walker, Brian Monahan, Brian Frownfelter, Brian Lewandowski, Brian Ranck, Brian Mitchell, Brian Grassi, Brian Helfrich, Brian Uckert, Brian Savarese, Brian Legum, Brian Hill, Brian Ciaglia, Brigid Orouke, Brigitte Casemyr, Brittany Bickley, Bruno St-Pierre, Bryan Link, Bryna Darling, Caesar Mensah, Can Turanli, Candice Wood, Candice Nobles, Carl Tanner, Carlos Saldivia, Carol Martin, Carol Polley, Carol Alleman, Caroline Naranjo, Carson McComas, Cary Obrien, Cathy Garison, Cecilia Chicone, Celesta Brown, Celeste Sorel, Chad Canipe, Charlie Wollborg, Charlie Malouf, Chasity Wilson, Cheryl Bonander, Cheryl Wiese, Chris Lupton, Chris Dehlinger, Chris Harris, Chris Huff, Chris Dicostanzo, Chris Campbell, Chris Houchens, Chris Craddock, Chris Bishop, Chris Yeh, Chris Tawney, Chris Mundschenk, Chris Ray, Chris Krueger, Chris Woodruff, Chris Cavanaugh, Christian Schoenig, Christina Cota, Christine Gardner, Christine Johnson, Christine Scarbrough, Christine Lowman, Christine Sasnauskas, Christine Spencer, Christopher Sharp, Christopher Leichty, Christy Booth, Christy Young, Chuck Hester, Chuck Acker, Chuck Harrison, Cindy Sullivan, Cindy Glokler, Cindy Tusa, Clai Marchant, Claire Modie, Cleo Parker, Cliff Horn, Cliff Watson, Clint Halverson, Clint Tustison, Clynton Taylor, Colin Dittus, Colleen Balukas, Conor McCluskey, Coral May, Corey Brown, Cornel Ivanescu, Courtney Bales, Courtney Hrank, Craig Wepprecht, Craig Trames, Craig Dadoly, Craig Peters, Cristy Lumley, D Hughes, D Voggenthaler, Dachell Mcsween, Dan Carmel, Dan Powell, Dan Seidman, Dana Goldberg, Daniel Hamilton, Daniel Vines, Danny Baek, Darcy Silveers, Darin Dawson, Darren Stevenson, Darren Pearson, Dave Balter (founder of BzzAgent, great guy, snappy dresser—only two of these three is true), Dave Wheeler, Dave Harkins, Dave Lakhani, Dave Orsborn, Dave Young, David Sloat, David Walby, David Orts, David Knox, David Dodson, David Wentland, David Begelman, David Johnston, David Berkowitz, David Green, David Bilicic, David McDaniel, David Kovacs, David Sanchez, David Doligalski, David Wheatley, David Phillips, David Desalvo, David Blum, David Stern, David Noah, David Rabjohns, David Morse, David Rowe, David Pullara, David Fenech, Dawn Bloomquist, Dawn Bickford, Dawn Hammack, Daylin Breen, Dayna Smith, Dean Martin, Deanna Bazar, Debbie Gilbertson, Debbie Levitt, Debi Tracy, (I can't believe I'm stting here making fun of people's names. You know what's worse? You're reading me do that.) Deborah Krier, Deborah Beatty, Debra Pace, Debra Dore,

Del Younglas, Denise Wakeman, Dennis Morgan, Derrick Eckardt, Diana Schmidt, Dino Senesi, Dj Chuang, Dmitry Chestnykh, Don Snyder, Don Brown, Don Morris, Donna Bolk, Donna Dunbar, Donna Steinhorn, Dotty Storer, Doug Eymer, Doug McDonald, Doug Powell, Douglas Welch, Douglas Davidoff, Douglyss Giuliana, Ds Waltenburg, Dylan Lewis, E.B. Moss, Earl Gray, Earl Justice, Ebony-Biannka Nowden, Ed Nusbaum, Ed Breaux, Edrick Deery, Edward Blum, Edward Samuelson, Edward Whelan, Edward Spence, Elaine Head, Elena Bowen, Eli Colina, Elise Goyette, Elizabeth Lundmark, Elizabeth Smith, Elliot Carver, Emilio Guemez, Eric Shefferman, Eric Roberts, Eric Thompson, Eric Merkelson, Eric K (isn't this an awesome last name?), Eric Eastman, Eric Shenfield, Erick Hess, Ericka Pazcoguín, Erik Howard, Erin Brewster, Erin Jackson, Erin Beitelschees, Erin Treptow, Evan Fox, Evan Savelson, Evan Dechtman, Evelyn Chen, Felicia Chapman, Fernando Salido, Flora Reyes-Jimenez, Francis Anderson, Francois Lamotte, Fred Humphrey, Gareth Kay, Garner Roberts, Gary Walmer, Gary Lister, Gary Knight, Gary Ferguson, Genevieve Schmidt, Geoff Freeman, Geoff Farnsworth, George Omenitsch, George Osborne, George Brymer, George Hopkins, Gil Lozano, Gilbert Lee, Glenn Evans, Goh Yongsheng, Gordon Kilgore, Grayson Hill, Greg Kittinger, Greg Harrington, Greg Holsen, Greg Ferguson, Greg Adams, Gregg F, Gregor Sky, Gregory Narain, Guillermo Alvarez, Gus Sertage, Guy Ashley, Guy Fish, Guy-Jacques Langevin, (I can't help but notice that Guy Kawasaki's name is missing. I guess he was just too busy to help out. Sheesh.), Hal Macomber, Hal Fischer, Harald Neidhardt, Harley Freedman, Harry Joiner, Harry Thomas, Harvey Hess, Hazel Wagner, Heath Row, Heather Arbeen, Heather Hosick, Heather Fitzpatrick, Heather Gray, Heather Baker, Heather Masterton, Heidi Kenney, Heinz Maczejka, Herb Bohannon, Heshie Segal, Hillary Tousignant, Holley Bodiford, Hollie Siegel, Howard Levine, Howard Gillman, Huck Shapiro, Hugo Iodice, Ian Ybarra, Ilene Mitnick, Ilker Live, Ingrid Williamson, Irene Lozach, J. Leslie Booth, Jack Cox, Jackie Lacovara, Jackie Adams, Jackie Huba, Jacque Reese, Jacqueline Monroe, Jaime Kornick, James Citrin, James Chung, James Baker, James Kahmann, James Gazdik, James Kosmicki, James Stewart, (I thought he was dead. Oh, different guy. But you were great in a Wonderful Life, Jim), James Cockfield, James North, James Bruce, James Tyler, James Dickey, James Dubinsky, James Horne, Jamie Busen, Jamie Ross, Jan Bruch, Jane Valencia, Janet Fanning, Janet Andersen, Jason Desjardins, Jason Pagels,

Jason Allen, Jason Jobe, Jason Murphy, Javier Gallegos, Jay Howver, Jc Greene, Jean Bim, Jeff Levy, Jeff Bruenning, Jeff Weiner, Jeff Wuendry, Jeff Compton, Jeff Nelson, Jeff Hennion, Jeff Alford, Jeff Lang, Jeff Cerny, Jeff Maurone, Jeff Stepanik, Jeff Klemin, Jeff Flood, Jeffrey Hardman, Jeffrey Long, Jen Ready, Jen Carter, Jennifer Kern, Jennifer Nagel, Jennifer Zimmerman, Jennifer Sullivan, Jennifer Kellogg, Jenny Kerr, Jeri Hoffman, Jerry Ervin, Jerry Knoll, Jerry Busche, Jessica Woelki, Jessica Laughlin, Jessica Barber, Jessica Olivier, Jeth Mill, Jillian Jaques, Jim Stephen, Jim Nodland, Jim Baker, Jim Degood, Jim Gutowski, Jim Wesnor, Jim Rochford, Jim Donegan, Jim Hancock, Jim Graham, Jocelyne Bucci, Jodie Simeone, Joe Flaherty, Joe Fraioli, Joe Ely, Joel Wolff, Joey Mason, Joey Coleman, John Fees (John just sold his company. Congrats!), John Tarr, John Thomson, John Webb, John Porcaro, John Craven, John Urdi, John Stanforth, John Santry, John Torkelson, John Bradley, John Nicholson, John Nittolo, John Isenberg, John Zito, John Pierce, John Warren, John Schenkel, John Fike, John Suarez, John Incantalupo, John Weber, Jon Wright, Jon Bisset, Jonathan Man, Jonathan Dew, Jonathan Peterson, Jonathan Dune, Jonathan Bragdon, Jono Smith, Joseph Goss, Joseph Jones, Joseph Falbo, Josephine Minsky, Josh Greenberg, Josh Slimmer, Joshua Iverson, Joshua Ehart, Joshua Ginsberg, Joy Martinez, Joyce Hernandez, Jude Boudreaux, Judith Price, Judith Nichols, Judy Breedlove, Julee Held, Julia Spindler, Julia Irons, Julie Lloyd, Julie Brady, Julie O'dell, Julie Wilderman, Julie Meyer, Julie Kowalski, Justin Knapp, (Do you play Scrabble? If you do, you know that J is a wicked difficult letter to use. It's worth 8 points! So why is it that so many names start with J? What's that about, anyway?), Kaleb Owen, Karen Bollaert, Karoliina Pauku, Kashena Konecki, Katherine Shandor, Kathryn Severson, Kathy Lalazarian, Kathy Mandelstein, Kathy Hayes, Katie Maloney, Katie Lentz, Kay Bales, Kaye Veazey, Kc Trinkle, (Yes, I know it's probably KC, but my word formatting says nope.) Keith Anthony, Kelley Nave, Kellie Hale, Kelly Morgan, Kelly Wensing, Kelly Letterman, Kelly Thomas, Ken Raifman, Kent Schuette, Kevin Shockey, Kevin Hendricks, Kim Novick, Kim Quatrone, Kim Lucasti, Kim Schlossberg, Kim Duke, Kimberly Bird, Kimberly Koval, Kimberly Heisser, Kira Furey, Kirt Schuman, Kris Stedl, Kristena Dugan, Kristi Jacobsen, Kristie Weilacher, Kristin Roark, Kristin Murner, Kristina St. Clair, Kristine Kaufman, Kurt Petersen, Kyle Handley, LJ Marshall, Laura Link, Laura Pinsky, Laura Poindexter, Laura Allen, Laura Adkins, Laura

Scott, Lauri Harrison, Laurie Jutton, Laurie Krieger, Lauris Kalve, Lawrence Man, Leandro Valdez, Leanne Oates, Lee Kantor, Lee Clouse, Lesley Swann, Lisa Canfield (no, not that Lisa Canfield! The othe one.), Lisa Rowan, Lisa Kowalski, Lisa Kelly, Lisa Kelsey, Lisa Akeroyd, Lisa Wellman, Liz Taylor, Lloyd Moritz, Loretta Cochran, Lori Rich, Lorianne Speaks, Ludovico Capuzzo, Luis Casuso, Luke Madden, Lynn Osborne-Simmons, Lynn Dalrymple, Magdalena Donea, Marc Sirkin, Marc Orchant, Marc Pitman, Marci Cohen, Marci Delisle, Marcia Chase, Marcia Kane Hittner, Maria Rogers, Maria Smaragdas, Marianne Green, Marie Bouvier, Marie Lander, Marilyn McCloskey, Mark Bowie, Mark Ramsey, Mark Christensen, Mark Mattos, Mark Tyson, Mark Brasler, Mark Beese, Mark Smithivas, Mark Persons, Mark Blaha, Marty Correia, Marty McGuirk, Matthew Thomas, Matthew Leafstedt, Matthew Tomsho, Matthew Bortmess, Matthew Mcguirl, Matthew Mclean, Maureen Miller, Megan Miller, Megan Riley, Melanie Gonzalez, Melinda Heins, Melinda Sigal, Melissa Pazcoguin, Melissa Fees, Melissa Cormier, Melody Bohl, Melva Rice, Mercedes Ross, (Isn't Mercedes a nice name?) Meredith Emmett, Meryl Evans, Micah Christensen, Michael Coburn, Michael Bergman, Michael Goodman, Michael Goff, Michael Cooper, Michael Stainback, Michael Lorencia, Michael Wood, Michael Abramson, Michael Mahanes, Michael Staires, Michael Wasylyshyn, Michael Robertson, Michael Stammer, Michele Peck, Michele Taylor, Michelle Cuneo, Michelle Rizzi, Michelle Levesque, Michelle Brackett, Michelle Hysler, Michelle Chmelar, Mike O'neil, Mike Kaltschnee, Mike Ferris, Mike Downey, Mike Russell, Mike Webster, Mike Barzacchini, Mike Schoenberger, Mike Lennox, Mimi Feigenbaum, Mindi Godfrey, Mindy Hausman, Mitchell Caplan, Mj Castillo, Mo Eppley, Moe Raslan, Mohammad Al-Ubaydli, Mollie Cole, Molly Maloney, Molly Tyksak, Monica Sullivan, Ms. J. B. Corday, Nancy Dewall, Nancy Garry, Nancy Gibbs, Nate Krause, Nathan Brooks, Neil Phillips, Neil Takemoto, Neil Werde, Nicholas Petterssen, Nicholas Baum, Nick Hardy, Nick Pepito, Nick Lamparelli, Nicole Livingston, Nicole Richmond, Nicole Katz, Nicole Cooksey, Nicole Creel, Nicole Hamilton, Nigel Carr, Nikki Richard, Nirav Tolia, (Nirav is a very cool guy. He was at Yahoo and had the guts to leave to start his own gig, epinions) Noah Parsons, Nuriel Lapidot, Nya Naikyemi Odedefaa Manyansa, Osiel Elortegui, P Van, Pablo Bley, Pam Ryder, Pamela Johnson, Pamela Marean, Patricia Midgett, Patricia Howe, Patrick Garcia, Patrick Kuntz, Patty Perches, Paughnee Moore, Paul Saunders,

Paul Goodman, Paul Salsberg, Paul Gladen, Paul Mabray, Paula Dunbar, Peggyann White, Penny Jeffrey, Pete Stoermer, Peter Maddaloni, Peter Whelan, Peter Christian, Peter Deines, Phil Gerbyshak, Phil Mattia, Philip Abrams, Philip Weiss, Phillip McCully, Pierre Provost, Placido Rodriguez, Polly Miller, Ponice Cruse, R Allan, R.J. Mc Dowell, Rachael Harris-Evans, Rachelle Robin, Rae Asselin, Rafi Kam, Randi Ramsey, Randi Schatz, Randy Simmons, Raven Rhodes, Ray Goff, Ray Edwards, Ray Schraff, Ray Salemi, Raymond Rambarran, Rebecca Zweig, (are you reading Rebecca's column? You should.) Red Maxwell, Renee Vincent, Rhett Laubach, Rich Brady, Richard Schuemann, Richard Joyce, Richard Taylor, Richard Buck, Richard Zwick, Rick Smith, Rick Erickson, Rick Blaiklock, Rick Sebok, Rickina Bruen, Rita Joyce, Rob Booker, Rob Zazueta, Robb Carlson, Robert Diaz, Robert Lafrance, Robert Hughes, Robert Craig, Robert Prisament, Robert Jackson, Robert Speroni, Robert Braathe, Robert Mackay, Robert Waghorn, Robert Finn, Roberta Sweeper, Roberto Mendelson, Rocco Surace, Rod Rakic, Rod Begbie, Roger Heins, Roger Maschke, Roland Edwards Jr, Ron Huxley, Ron Davis, Ron Clarke, Ross Hollman, Roy Vella, Ruben Landaverde, Russ Morra, Russell Conner, Ryan Owen, Ryan Hindmarsh, Sabrina Chen, Samantha Blackmon, Sandy Edwards, Sanjay Parekh, Sara Setzler, Sara Tuders, Sara Martens, Sarah Sklar, Sarah Burt, Sarah Cardy, Sarah Stuart, (is anyone other than Sarah and her relatives actually reading this list?) Scott Delzell, Scott Braden, Scott Townsend, Scott Sanders, Scott Anderson, Scott Shotts, Scott Simmonds, Scott Stratten, Scott Isaacson, Scott Prior, Scott Peloquin, Scott Raphael, (True story: My mom wanted to name me Scott instead of Seth, but my grandfather said no, because of the toilet paper brand), Sean Johnson, Sean Macdermant, Sean Black, Serena Chen, Sergio Jimenez, Seth Cohen, (Funny story about Seth Cohen. When I worked at Spinnaker years ago, InfoWorld wrote a story about the company, and called me Seth Cohen in the piece. Little did I know that there really was a Seth Cohen.) (Of course I knew there was a Seth Cohen! I just didn't know he'd be a bzzagent one day). Shana Cohen (Shana, are you related to Seth? Did you guys get two books?), Shane Slack, Shane Kahkola, Shari Altman, Sharon Turner, Sharon Brown, Sharon Fuller-Dunn, Sharon Reashore, Sharon Narita, Shauna Compelube, Shawn Gross, Sheila Schroeder, Sherimae Uy, Sherri Miller, Shyam Balaji, Sinam Al-Khafaji, Sloan Eddleston, Sonia Graham, Stacey Schmidt, Stacy Fisher, Starla Rabeneck, Stas Balanevsky,

Stephan Aarstol, Stephane Allard, Stephanie Przybylowicz, Stephanie Hester, Stephanie Stroter, Stephanie Ciriha, Stephanie Polen, Stephen Rood, Steve Bryant, Steve Satariano, Steve Cagnetta, Steve Bartels, Steve Bretzke, Steve Martin, Steve Runnels, Steve Waite, Steve Herlich, Steve Snediker, Steve McCardell, Steve Saefke, Steve Bridges, Steve Gasser, Steve Spicer, Steven Sinkula, Steven Harper, Steven Carter, Steven Cook, Sue Cline, Sueann Patten, Summer Davis, Susan Billingsley, Susan Howell, Susan Kessler, Susan Nocella, Sutha Kamal, Suzanne Schiavo, Suzette Argo, Sven Cole, Sven Pedersen, Tamara Streett, Tammie Cherry, Tammy Gordon, Tania Saiz-Sousa, Tape Dave, Tara Redavid, Tara Liloia, Tavish Baker, Ted Austin, Terry Rock, Terry Foley, Terry Middleton, Terry Hansen, Thennavan Subbiah, Theresa Counce, Thom Kozik, Thomas Wicky, Thomas Pitts, Thomas Judd, Thomas McCabe, Thorsten Happel, Tiffany Tay, Tim Smith, Tim Bovich, Tim Gaffney, Tim Albers, Tim Johnson, Tim Schwartz, Tim Lash, Tim Reynolds, Tim Gee, Tim Mcallister, Tim Storm, Tim Windsor, (we were watching Rowan and Martin on DVD the other day [cultural literacy and all] and I was reminded just how horrible Tiny Tim was.), Tina Anderson, Tod Santee, Todd Garrison, Todd Worthington, Todd Sattersten, Todd Bullivant, Todd Wyatt, Todd Baer, Todd Zaba, Todd Farquharson, Tom Humbarger, Tom Adams, Tom Anderson, Tomas Cern, Tony Vasconcelles, Tony Ramirez, Tony Bowden, Tony Pugh, Tracey Copeman, Tracie Harris, Tracy Waldron, Tracy Sheridan, Travis Speegle, Tricia Garrett, Trisa Robarge, Trish McIntire, Tristan Louis, Trudy Schuett, Tyleen Hanson, Tyler Emerson, Valerie Green, Vanessa Colomar, Veken Gueyikian, Venkat Tirumala, Veronica Vidal, Vicente Valjalo, Vicki Saunders, Victoria Catto, Virginia Hanson, Virginia Pino, Warren Nelson, Wayne Robinson, Wendy Wallach, Wendy Farley, Werner Meyer, Wes Huggins, Willa Laskowitz, William Lampert, William And Judy Brooks, Yemmanur Jayachandra, Yorick Caron and Zoey Walters. Zoey, have you always been last on every list?

- Red Maxwell, who did the cover and his technical wizard, Paul Robinson.
- David Lidsky, my wise and generous editor at *Fast Company*.
- John Byrne, his wise and generous boss.
- Heath Row, agent provocateur at *Fast Company*.

- All the folks who have hired me to speak, and all those audiences that patiently hear me work these ideas out loud.
- The team at Warschawski Public Relations, including Samantha Oehl, Amy Bognaski and the eponymous David Warschawski.
- The very patient and very responsive duo of Will and Allison at Penguin Putnam Portfolio or whatever they're calling themselves these days.
- Jeff Bezos for setting such a fine example.

This book was co-sponsored by *Fast Company*. Find them at <http://www.fastcompany.com>

SOMETIMES, THE BEST ADVICE IS FREE ADVICE.

There are more than 2,000,000 blogs out there ([what's a blog?](#)), and a lot of them are about business. More specifically, a lot of them are about transforming your business by becoming remarkable, about finding a Free Prize, about spreading the word about your product or service.

While there are a few good blogs run by employees of large companies, most of them are the work of dedicated freelancers and consultants (with a small "c") and the best of them realize that the more they teach you, the better they'll do.

So, without further ado, here's an unscientific listing of a bunch of blogs. Blogs worth a visit. Once you find a few you like, discover how you can use RSS ([what's RSS?](#)) to keep track of them on a regular basis.

[Most of the descriptions below are written by the bloggers themselves, hence the change in voice...]

Doc Searls Weblog

<http://doc.weblogs.com/>

Doc didn't write a blurb, so I'll write one for him: this is the center of the business blogging universe, a place totally connected, very insightful and always pushing to make you think. When you're hoping to find out what's new and what's important, this is a fine place to start.

Church of the Customer

<http://www.CreatingCustomerEvangelists.com/blog/>

Church of the Customer pays homage to organizations that do right by the customer and create remarkable word of mouth and customer evangelism. It's written by Ben McConnell and Jackie Huba, authors of the book "Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force."

Boing Boing

<http://www.boingboing.net>

Boingboing.net is run by four journalists who spend all day combing through the Internet. Every time we come across something that surprises us, we write about it and post it to the blog. Fortunately for us, a lot of other people share our same interests—we get over 100,000 readers a day. I think the secret to our success is that we never intentionally look around for something to post, and we never stop to think, "Is *this* item something Boing Boing readers would be interested in?" If something interests us, it goes in, if it doesn't, it stays out.

New American Dimensions—The Melting Blog

<http://www.newamericandimensions.com/BLOGS.html>

The Melting Blog contains the (almost) daily musings of Thomas Tseng, Principal and Co-Founder of New American Dimensions LLC, an ethnic marketing research and consulting firm based in Los Angeles. It includes his daily commentary and ruminations about the intersection between marketing, culture, and research.

Tj's Web Technology, Venture Capital and Entrepreneurship

<http://www.tjacobi.com>

The weblog at <http://www.tjacobi.com> covers three areas: "Entrepreneurship, Venture Capital and Technology". It aims to reflect new technological developments and the companies behind that have the potential to change the world. It also tries to help entrepreneurs and would-be entrepreneurs starting their businesses with hands-on advice. Nevertheless the site is a knowledge management tool for my-self and for the public. It offers instant opinionated advice for many obstacles serial entrepreneurs face during their career. I also started Creative Weblogging (<http://www.creative-weblogging.com>) some months ago to help successful bloggers to get proper earnings in return for their contribution to the "living web" seeing the potential of powerful and easy to use knowledge management tools that weblogs provide.

Kottke.org

<http://www.Kottke.org>

kottke.org is the personal Web site of Jason Kottke, a NYC-based Web designer. On it, you will find writing about Web technology, photography, media, network science, design, the writable web, and rip/mix/burn culture. Recent topics include Web syndication formats, the Internet as OS, the economics of the NBA, and Jason's doormat (!!).

Buzzmachine

<http://www.buzzmachine.com>

Buzzmachine covers old media, citizen's media, politics, terrorism, war, God, and Howard Stern. It's written by an old media guy (former TV critic for TV Guide and People and creator of Entertainment Weekly) with a populist passion for citizens' media (from weblogs to hyperlocal content); a maddeningly independent view of politics, terrorism, war, and God; and a deep respect for the value of both Howard Stern and the First Amendment.

The Small Business Blog

<http://www.thesmallbusinessblog.com>

The Small Business Blog pays attention to articles, information and learning avenues that others might ignore. The articles featured on The Small Business Blog are of high quality and directly relevant to a small business owner's experiences without concern for the date that they are written or whether they are exciting or controversial.

decafbad.com

<http://www.decafbad.com>

This is the weblog and experimental workbench of tech nerd, tinkerer, and infovore Leslie Michael Orchard. The title, 0xDECAFBAD, is at once a 32-bit number in hexadecimal and a declaration of beverage preference. The author may be found in Royal Oak, Michigan, living with two spotted cats, two dwarf bunnies, and a very, very patient girl."

Steve Neiderhauser

<http://sneiderhauser.typepad.com>

My blog covers IT strategy, marketing, and creativity. I write about concepts that give business people an edge. My background includes educational psychology, technology, and business. This blend of talent helps me put enough arrows in your quiver to shoot down a room full of business problems.

Snark Hunting

<http://www.snarkhunting.com>

Snark Hunting is about naming and branding, a discipline often shrouded in unnecessary complexity. Published by Igor, a naming and branding agency, Snark Hunting promotes Igor's belief in creating powerful names and brands from pitch perfect positioning, powerful language and multiple layers of meaning and association.

The Business Pundit

<http://www.businesspundit.com>

Businesspundit is a blog about corporate strategy, marketing, and economics, written by an entrepreneur with a background in engineering and a fascination with neuroscience. Posts include commentary on business news and original stuff, particularly when it relates to a recent business experience.

Executive Summary

<http://www.executivesummary.com>

News and opinions on internet marketing, research, and the media industry.

StartupSkills

<http://www.startupskills.com>

StartupSkills is a blog devoted to providing insider marketing advice and other business articles for technology entrepreneurs. The author, Richard Stokes, is a serial entrepreneur and currently a senior technologist for a global advertising agency. Articles are written from the point of view of the small business founder and run the gamut from legal issues to effectively running an inexpensive Google advertising campaign.

An Entrepreneur's Life

<http://www.entrepreneurslife.com/>

You'll find street-tested marketing and business insights at An Entrepreneur's Life. Michael Cage, the face behind the blog, calls it 'a celebration of everything it means to be an entrepreneur.' As controversial and entertaining as it is useful, Cage updates on a daily basis.

AdverBlog

<http://www.adverblog.com>

Adverblog.com is a blog about web & wireless marketing and advertising. It features news, links, comments and exclusive interviews with a special focus on what is going on in Europe.

Sales Process Diva

<http://www.smileanddial.com/salesprocessdiva/>

True sales professionals and sales teams need championing. This blog is for those who make things happen by selling or influencing others. The focus is to show facts and give support to those making their living in sales or those who are attempting to understand that group in the corner of their company called, "sales".

Johnnie Moore

<http://www.johnniemoore.com/blog/>

Johnnie Moore keeps his weblog as part of his passion to get marketing to change its ways. John describes himself as a "recovering advertising man" who's seen the light since training in psychotherapy and improv. He thinks marketing deserves its low status in many boardrooms. His schtick is that marketing should facilitate down-to-earth, human conversations instead of broadcasting fantasies to an overwhelmed public.

Duct Tape Marketing Weblog

<http://www.DuctTapeMarketing.com/weblog.php>

A small business marketing blog where readers find real world marketing tips, tactics, examples and resources from a 15 year marketing veteran and creator of the Duct Tape Marketing System. Duct Tape Marketing advice is simple, elegant, and always affordable...kind of like duct tape.

Managing Product Development

<http://www.jrothman.com/weblog/blogger.html>

Managing Product Development is for people who manage projects, people, and risk. Johanna discusses pragmatic techniques and advice so that managers can create teams that work and projects that deliver useful results. Managing Product Development promotes Johanna's belief that people want to do a good job, but they may not know how to do so.

The Entrepreneurial Mind

<http://forum.belmont.edu/cornwall>

Dr. Jeff Cornwall has created the Entrepreneurial Mind for entrepreneurs, those who teach entrepreneurs, those who write about entrepreneurs, and those interested in public policy issues related to entrepreneurship. Postings at this site range from very applied topics on business start-up and new venture growth, to discussions on public policy issues related to the support of our entrepreneurial economy.

Reforming Project Management

<http://weblog.halmacomber.com>

I write the blog to tightly couple my learning with action. I am driven to cut through the clutter of theory and practice to discover why projects succeed or fail. Reforming Project Management creates an environment for me to dream, design, and propose new and alternative approaches to delivering projects for myself and my readers. The biggest, and most delightful, surprise of all is that the blog has introduced me to so many people who share my ambitions.

Venturpreneur

<http://www.venturpreneur.com/weblogs/>

Venturpreneur was launched by Professor D. Gordon Smith of the University of Wisconsin Law School as an experiment in using the blog format to develop nascent ideas about the intersection of law and entrepreneurship. Increasingly, these issues assume an international dimension, and Venturpreneur features frequent posts about entrepreneurship matters in Europe, India, China, Australia, and other parts of the world far distant from Madison, Wisconsin.

Ecademy

<http://www.ecademy.com>

Ecademy's cause is "to build the world's premier Trusted Network, connecting business people to share knowledge, contacts and transactions".

Fouroboros

<http://www.alchemysite.com/blog/fouroboros.html>

I'm an advertising creative director and partner in a creative business development company. [alchemy] I try to write about and share things I find on the deeper meaning and power of brands. Since my company does marketing, architecture, workplace design, and strategic development for those things it's a professional and personal labor of love. I write about business, economic development, motivation, dissect ads and talk about archetypes and the narrative of leadership. When possible, I share some of what we're thinking and doing for clients--with the names sometimes changed to protect the innocent. I think business can and should be heroic. I think the best are.

The Occupational Adventure

<http://blog.occupationaladventure.com/>

At the heart of the Occupational Adventure Blog lies the idea that work can be an incredible source of energy and excitement. Maintained by Curt Rosengren (who calls himself a Passion Catalyst), the blog offers up a heaping helping of insights and ideas – both for individuals intent on creating careers that ignite their passions, and for companies aiming to create a culture of passion in the workplace.

B2B Lead Generation Blog

<http://startwithalead.blogs.com/>

B2B Lead Generation Blog – Brian Carroll maintains this blog which assembles and comments on articles about B2B lead generation, sales, and marketing. Brian Carroll, CEO of InTouch Inc with expertise related to marketing strategy and lead generation for the complex sale.

Marketing Driven

<http://marketingdriven.blogspot.com/>

I use the blog to show the impact, the invasiveness and the pervasiveness of marketing in our everyday lives. I write about personal experiences – – – from the marketing of my child by the school system to direct mail pieces I receive or customer service experiences – – – as well as alert my visitors to studies or articles or anything that relates to where my mind is at any given time.

Marketing Tom

<http://www.marketingtom.com/>

Marketing Tom is a blog which has been specifically designed to give web site owners/search engine optimizers, a broad range of tools and advice, which they can use to drive targeted traffic to their website. In addition, it offers visitors an opportunity to learn more about the Internet Marketing news and issues which may impact on their business.

Ari Paparo dot com: Product Development and Internet Marketing

<http://www.aripaparo.com/>

This is the personal blog for Ari Paparo, and Internet product development consultant. The site covers new Internet products, the business strategies behind many developments in the interactive sector, and the nuts-and-bolts of blog- and Internet technologies.

Small Business Trends

<http://www.smbtrends.com>

This blog is for those who want to keep close tabs on the small and midsize business (SMB) market. We track and analyze trends and current events affecting SMBs. The site is ideal for any person or company trying to sell to SMBs, reach them with a particular message, or take their pulse. We follow what small and midsize business owners and executives are thinking and doing. We examine events and conditions around them, from their unique perspective. One thing we are not: we are not a how-to site giving advice to small business. Rather, we are about examining the big picture world that affects -- or reflects -- SMBs. Our focus is global. We try to be inclusive as to all readers from whatever country, whatever their politics, whatever their affiliations. The only philosophy we openly convey and promote is capitalism.

Business Evolutionist

<http://jstrande.typepad.com>

Surviving in business is impossible if you just maintain the status quo. You have to evolve to continue to meet the ever-changing needs and desires of consumers. Today's breakthrough is tomorrow's commodity. You have only two choices: Grow or Die... Which would you prefer? This is what we discuss at the Business Evolutionist Blog.

A Penny For...

<http://www.apennyfor.com>

A Penny For... is a weblog dedicated to business strategy and marketing. Each day or so, you get some of my thoughts on the present and the future of business. You'll find everything from game theory to iTunes to The World Poker Tour. APF is also the home to the Business Blog Book Tour - authors talking to bloggers about cool ideas. Hope you'll stop by.

debbie's blog

<http://www.debbieweil.com/>

debbie's blog is an adjunct to Debbie Weil's award-winning e-newsletter, WordBiz Report. In it she explores what blogging for business means. Her blog includes tidbits and free resources about online marketing, copywriting and content.

What's Your Brand Mantra?

<http://brand.blogs.com>

Features insights and lively debates on topics of interest to marketers and corporate decision-makers. Popular categories include brand strategy, marketing, market research and customer experience. Blog is authored by Jennifer Rice, President of Mantra Brand Communications LLC.

Branding Blog

<http://www.brandingblog.com>

Dave Young started learning about blogs during a graduate class on cyberspace in the summer of 2003. As many bloggers will attest, there is no short answer to the question, "What's a blog and why do you do it?" Dave saw the power of blogging for business. His advertising consultancy specializes in small, owner-operated businesses and the availability of a web-based solution which small businesses can maintain

without an IT staff seemed too good to be true. He wrote a book to explain blogs ("Why We Blog: And you should too!"), and started the Brandingblog to keep track of stories about branding and positioning news. Several of his business partners have also picked up blogging as a result of Dave's enthusiasm.

Signal vs. Noise

<http://www.37signals.com/svn/>

Signal vs. Noise is a frequently updated blog of musings and dialogue on the web world, design, entertainment, politics and whatever else we feel like talking about. Established 1999.

Decent Marketing

<http://decentmarketing.typepad.com>

My blog is called Decent Marketing. It's about decent marketing, crappy marketing and the difference between the two. Simple as that.

Decent Marketing is written by Katherine Stone, former Director of Experiential Marketing at The Coca-Cola Company

Wonderbranding

<http://www.wonderbranding.com>

WonderBranding, the blog of marketing consultant Michele Miller, is full of concepts, principles, and news through the looking-glass. It takes today's buzz about marketing to women and tosses it down the rabbit hole to see where it will go. Michele doesn't just talk about the "why" of marketing to women; she also explores the "how." With her unique "Perfect Storm" perspective (combining American women's history, the gender's massive purchasing power, and cutting-edge studies on the female brain), she aims to hook you into the latest trends, show examples of real-life WonderBranding, and offer food for thought as to how to successfully apply them in your own business.

Adrants

<http://www.adrants.com/>

The advertising industry is undergoing a huge shift right now with entirely new forms of media and consumer media habits. Gone are the days of placing ads on TV and watching the sales role in. Today, television viewership is trending down. TiVo is changing how television is watched. The Internet has had a huge effect on media consumption. Today's consumers are much savvier than in years past and can smell a marketing ploy a mile away. Product integration (product placement), video game advertising, SMS marketing, IM advertising and musical tour sponsorships are several of the emerging marketing communications channels through which advertising will occur. Marketing is shifting towards a two way conversation between marketer and consumer rather than the one way street we have today. Adrants is along for the ride.

Reporting on the brilliance and idiocy of the media and advertising industry, Adrants offers subversive comment on the questionable, the absurd, the new and the noteworthy. Everything from new campaign launches to useful facts and figures to odd little items from the fringe are delivered with wit, humor and sarcasm

Ensignt

<http://www.ensight.org/>

Ensignt: The tech & business blog you need. Now. No, like right now. Updated more regularly than a rabbit lays eggs at Easter.

Marketing Driven

<http://marketingdriven.blogspot.com/>

My blog is really an extension of my marketing philosophy that every act in a business is a marketing act and everyone is a marketer. I use the blog to show the impact, the invasiveness and the pervasiveness of marketing in our everyday lives. I write about personal experiences---from the marketing of my child by the school system to direct mail pieces I receive or customer service experiences--- as well as alert my visitors to studies or articles or anything that relates to where my mind is at any given time. I view the entire world as a marketing tableau. I have found the blog useful in keeping my writing fluid and in communicating who I am and what I think. I think the value of the blog---and all blogs---is that it allows me to use the Internet as an experiment to follow an idea through to other ideas...it helps me solve problems. I have found incredible writers and thinkers from their blogs and that is the most freeing of it all, to know that we are not alone and that there is a community that is transforming their part of the world one person at a time.

I think not, baby puppy

<http://www.clarkeching.com>

I have three ambitions for my weblog. First, I want to spread-the-word about Goldratt's "Theory of Constraints" - it is the most powerful problem-solving tool I know, yet it's hardly known. Second, I want to show how TOC can be used to understand, improve and eventually sell the "Agile Software Development" approaches. Third, I want to - sorry for the MBA-speak - promote the "Clarke Ching" brand. Its been seven years since I last really really really enjoyed work. This blog is a part of my escape plan.

Brand Autopsy

<http://brandautopsy.typepad.com/>

During the day, Paul works for the world's largest coffee retailer and johnmoore works for the world's largest natural/organic grocer. At night, they dissect and discuss all things marketing. As marketing coroners on Brand Autopsy, Paul is the examiner and johnmoore is the investigator. Together they riff about marketing that thrives and marketing that dies. Void where prohibited. Not valid with other offers. No purchase necessary. Toe tags not included.

Ad Rants

<http://www.adrants.com>

The advertising industry is undergoing a huge shift right now with entirely new forms of media and consumer media habits. Gone are the days of placing ads on TV and watching the sales role in. Today, television viewership is trending down. TiVo is changing how television is watched.

Reporting on the brilliance and idiocy of the media and advertising industry, Adrants offers subversive comment on the questionable, the absurd, the new and the noteworthy. Everything from new campaign launches to useful facts and figures to odd little items from the fringe are delivered with wit, humor and sarcasm.

The Small Business Blog

<http://www.sbblog.com>

The Small Business Blog pays attention to articles, information and learning avenues that others might ignore. The articles featured on The Small Business Blog are of high quality and directly relevant to a small business owner's experiences without concern for the date that they are written or whether they are exciting or controversial. In fact some of the blog entries might be less than exciting to someone not interested in the topic, but the point is that knowing this information will help you succeed in your business and that makes it worthy of notice."

BusinessPundit

<http://www.businesspundit.com>

Businesspundit is a blog about corporate strategy, marketing, and economics, written by an entrepreneur with a background in engineering and a fascination with neuroscience. Posts include commentary on business news and original stuff, particularly when it relates to a recent business experience. Counterintuitive ideas are my favorite thing to write about, and reader comments and feedback are strongly encouraged.

re:invention

<http://www.reinventioninc.blogspot.com/>

re:invention's blog, written by company founder and visionary chick Kirsten Osolind, offers marketing and business soundbytes for women entrepreneurs. Of course, progressive men are always invited to stop by for a visit. Don't miss re:invention's Shoe of The Week™ feature.

My blog isn't as regularly updated nor as insightful as many of those listed above... the curious can find it at <http://sethgodin.typepad.com>

FREELANCERS & CONSULTANTS

All descriptions that follow came from the companies themselves.

If you have a correction, please visit <http://www.sethgodin.com/bull>

Rastar Digital Marketing

We offer unique 1-to-1 marketing solutions and systems, by combining data mining, customer profiling, business intelligence, and customized messaging with in-house production of dynamic, variable data, full color printing.

We run a little off the beaten path, and provide highly unusual, narrowly focused solutions. As a result, we typically work with a company's ad agency or marketing professionals to provide additional solutions.

Our systems are designed to ACQUIRE new customers, by analyzing the "DNA" of your most profitable current customers and getting new ones like them in the door. We then help you RETAIN first time customers to ensure they'll engage in a second transaction. Finally, we help you CONVERT them into higher-value customers by tracking, rewarding and motivating behavior.

In the world of advertising, data and analysis we're hardly a blip on the radar. But with 9 Indigo and Xeikon presses, we're among the world's largest digital printers, producing some of the most advanced solutions on the planet.

Clients

Lexus, Toyota, Team One, OCTanner, HP, Coors, Integer, Subway.

Salt Lake City, Utah

<http://www.rastar.com>

1-to-1 Marketing / Variable Data Printing

BULL MARKET

stealthmode partners

Like pediatricians, we often breathe for babies. Only our babies are in business. We serve as virtual management team members, we help people write their business plans through our FastTrac (Kauffman Foundation) programs, and when it's appropriate, we even invest in them or find them money.

Clients

KnoWatt, Inc., CU Realty, Environmental Support Solutions, Corpedia, Mindware Medical, Bobcat Wizard, —you've never heard of any of them, but you will!

Phoenix, AZ and San Francisco, CA

<http://www.stealthmode.com>

Accelerate entrepreneurial ventures

BULL MARKET

10'Minutos

One-way communication is well mastered by traditional advertising agencies.
Two-way interactive communication is in desperate search for experts.

With over eight years of experience developing interactive marketing solutions for international clients, 10'Minutos is one of the strongest players in the interactive / advertising industry in Brazil.

Clients

Honda, Telefonica, DDB, Publicis, Young and Rubicam, Ernst & Young, Real ABN Amro Bank.

São Paulo, Brazil

<http://www.10minutos.com>

Ad Agencies

BULL MARKET

AdHouse Creative

AdHouse Creative is a new breed of communications consulting firm. We marry capabilities found traditionally in management consulting firms and marketing/advertising agencies. Our clients benefit from a multi-disciplinary approach. We make organizations better by integrating skills ranging from business planning, process implementation and strategic consulting to branding, public relations, media placement, web design and traditional advertising.

We embrace the box. We seek to understand the constraints of every project — be they time, budget, politics or preferences. Then we produce solutions and engineer opportunities that blossom from those roots.

We are whole-brained. We blend the analytical and creative, combining innovative problem solving and practical business sense to produce results that resonate with all audiences. Our solutions strike the delicate balance between what "looks good" and what "makes sense."

Clients

Aprilaire, Fiskars, Opera for the Young, The Dane Fund, Design & Co., Requirements Quest, United Way, Second Harvest Foodbank, Oregon Community Bank & Trust, Madison Family Theatre Company and The Salvation Army.

Madison, Wisconsin

<http://www.adhousecreative.com>

Ad Agencies

BULL MARKET

ATTIK

The utterly unique Everest Adventurer, author, filmmaker and entrepreneur Jamie Clarke is a prototypical ATTIK client. ATTIK consulted with Clarke on his Out There Adventure Center, which opened last year in Calgary. We'll let his comments explain what we represent to each client we have the privilege of serving: "As an adventurer, I can't afford to make hasty decisions. ATTIK's ability to transform a state of mind into a viable product is the reason I chose them to guide my brand. Much like ATTIK, my accomplishments are my brand; my passion is at the center; empowering others to challenge themselves is the return on my investment. ATTIK translated my vision into a tangible brand, designing a 50,000 square-foot retail setting that would inspire consumers to live the adventure experience. ATTIK's unique ability to creatively quantify my passion for adventure-learning brought the vision to life. You won't see ATTIK at the top of Everest, but ATTIK was just the group to brand the passion that drove me to do it." For more insight on ATTIK as key ingredient to sensational branding success, please google ATTIK Scion.

Clients

AOL, Adidas, Coca-Cola, Columbia Tristar, Eidos Interactive, Ford Motor Company, Levi's, MGM Grand Hotel and Casino, MusicMatch, Nike, Smith Barney, SoBe Beverages, Sony Music, Sybase, Toyota Scion.

Huddersfield, U.K., & San Francisco, & relaunching
in NYC in May, 2004.

<http://www.attik.com>

Ad Agencies

BULL MARKET

Bayshore Solutions

We make our clients realize that building a Web site is nothing remarkable. In order to make the project remarkable we educate our clients on Internet Marketing - Pay Per Click, offers on exit of pages, integrated media (web, print, CD, etc), and content. The result is a Wow project that pulls from all areas of their company and a remarkable marketing/communication initiative.

Clients

Grand Expeditions, Colliers Arnold, Ztel, Tampa Bay Lightning,
BankUnited, Orion Bank

Tampa, FL

<http://www.bayshoresolutions.com>

Ad Agencies

BULL MARKET

bd-ntwk

We understand that consumers are human beings – not blips on some data chart. We work hard on behalf of our clients to understand their consumer's needs – whether in supermarkets, bars or in the home. We then use this understanding to develop impactful and relevant brand communications for our clients. From ads to shelf wobblers – the same principles are applied – resulting in communications that cut through.

Clients

Coca-Cola GB, Peugeot, Orange, Coors Brewers, Campbells, McCain, Arla Foods

London and Glasgow, UK

<http://www.bd-ntwk.com>

Ad Agencies

BULL MARKET

Bold Approach, Inc.

Bold Approach is a pay for performance business acceleration strategy firm. We provide sales, marketing, public relations, business strategy and client influence services to businesses that want to grow quickly and profitably.

Our pay for performance model is what makes us special. If your business doesn't grow, we don't get paid. Additionally unlike traditional "consultants" which you will never see us referenced as on our site, we actually are involved hands on in the implementation phase of our advice. We don't give a report and leave, we actually help you make things work, evaluate the outcome and then help you fine tune the results for even more profitable results.

Clients

DigiPOS(www.Digipos-systems.com) Fidogear(www.Fidogear.com),
www.winerant.com, The Magical Songwriter(www.magicalsongwriter.com) Ken
Overcast(www.kenovercast.com) Eacceleration(www.stop-sign.com),
Pharmacy Development Services(www.pharmacyowners.com), BREATHE
Wellness Spa(www.breathetoheal.com), Love is a rose(www.loveisarose.com)

<http://www.boldapproach.com>

Boise
ID

Ad Agencies

BULL MARKET

Brokaw

Basic stats: 12 years old, 40 people, and a growing national reputation for great work. Our fundamental belief is that better ideas deliver better results, and our nimble, responsive structure is built around that belief. Our core strengths are in strategic branding and creative ideas, which we deliver through three steps—Insight, which leads to Ideas, which lead to Impact. To keep overhead low and flexibility high, we work with a network of best-in-class partners to deliver truly full-service brand building.

In 2003, Brokaw developed several key campaigns. Parker Hannifin launched its first-ever corporate campaign with a quirky series of television commercials targeted to engineers. In the six months prior to the launch, Parker Hannifin's North American industrial orders were flat to declining; in the six months that followed, orders showed steady gains, with double digit growth in two of those months, as the stock price hit a 52-week high. Our campaign for Second National Bank was recognized by the financial community with a Gold Award in the Financial Communications Society Portfolio Awards—the only gold given to a small, independent agency. During our partnership, Second National Bank's assets have increased from \$834 million to \$2.2 billion.

Clients

Parker Hannifin, Fletcher Allen Health Care, Cisco Systems, Second National Bank

<http://www.brokaw.com>

Cleveland
OH

Ad Agencies

BULL MARKET

Carr Knowledge

Carr Knowledge is the new breed of advertising agency that uses traditional media - such as radio, TV & newspaper - only for laser-specific strategic strikes designed to 'mine' their audience for your business, giving you total marketing control and power. Imagine eliminating the 'guess factor' of advertising & marketing by accurately measuring response, revenues and behaviors of your specific customer and prospect base! This process, developed by Carr Knowledge, is currently being developed into a book and techniques are currently available via the 'Carr Knowledge Idea Generator' newsletter at www.carrknowledge.com.

By planning, strategy, tactics and programs developed specifically for your business goals, Carr Knowledge is rewarded by your success as retainers are set on the achievement of your specific goals. Our compensation isn't tied to your advertising budget, our reward is tied to your growth as we believe the best advertising for your business is your business itself, not the media you are currently using. For more information email Carr Knowledge at rich@carrknowledge.com

Clients

Grant's Ales, RAM International, State Roofing, Big Horn Brewery, Duke's Chowder House, CB Potts, CI Shenanigan's, Humperdinks, Murphy's Steak House, Yakima Brewing & Malting Company, Precision Intermedia, Seattle Public Schools, Radio Advertising Bureau, Salem Broadcasting, Sandusky Radio Group, Silver Cup Coffee, Espresso Connection, Mach 5 Industries, Northwest Horse Park, Email Marketing Academy, et. al.

Seattle-Portland
WA

<http://www.carrknowledge.com>

Ad Agencies

BULL MARKET

CLEAN AGENCY

Clean Agency is a full-service marketing and advertising firm, based in Pasadena, California, founded by advertising and marketing industry veterans focused on integrating sustainability into business strategy and communications. Our solutions-oriented, multidisciplinary approach, called "clean marketing," includes sophisticated design, immersion market research, and consultation to integrate environmentally and socially responsible processes into all facets of product development and sales.

Clean Agency's services are aimed at helping companies connect with mainstream consumers interested in aligning their purchases with socially and environmentally responsible products, services, and brands. Our strong marketing expertise, informed by a passion for sustainability, helps clients reach new markets with innovative products, services, and packaging, demonstrating that making a profit and making a difference can go hand in hand.

Clients

California School of Culinary Arts (Organic Cooking), SunRidge Farms (Organic Foods) Mattel Toys (Trade Show Waste Reduction Program), Jim Russell Racing Drivers School (Track Recycling Program), Take Pride In America (National Volunteer Effort for US Parks), Beacon Pointe Advisors (Socially Responsible Investments), Roxbury Capital Management (Socially Responsible Investments), Government Solutions (Business to Government Partnerships), The Peacemaker Corps.

<http://www.cleanagency.com>

Pasadena
California

Ad Agencies

BULL MARKET

DLKW Dialogue

Our clients need just 3 things from their customers - attention, permission & a response. We use digital and direct channels to attract attention and gain permission - we then conduct a dialogue - through whichever channels the customer prefers - to achieve the desired response.

We enable our clients to have valuable branded conversations with their customers. The web, databases and call centres allow for dialogue that drives ROI. And we recognise how new technologies such as wireless and digital TV are transforming marketing.

But we also know there are times when a card through the post or an event can be very effective.

Clients

Halifax Bank of Scotland, British Government Central Office of Information, Orange, General Motors - Vauxhall, BAA, Teletext, Associated New Media - thisismoney.com, thisislondon.com, londonjobs.com

<http://www.dlkwdialogue.com>

London
UK

Ad Agencies

BULL MARKET

Follis Inc / NY

"Follis's campaign was a resounding success. Our sales increased 50% nationwide. I recommend Follis highly"

Fred Ross, President / CEO Sorrell Ridge Fruit Spreads

"Follis helped our advertising make a 180 degree turnaround."

Penny Hart, President / Tri-State Insurance

"Since 1989 sales have increased 25% annually. Advertising has been a major factor and Follis has been the creative force behind that work."

Craig Kalter, VP Marketing French Toast Clothes

"Follis helped create a brand from scratch...and created a campaign that gave us near total awareness within three months."

Ken Daniels, VP Sales / Futai USA

Clients

<http://www.follisinc.com>

New York
NY

Ad Agencies

BULL MARKET

Full Tecno

Full Tecno provides an efficient Internet business planning (not poetry, results) and we do develop and implement it in many different technology and design levels. We deliver to our clients a complete and integrated web positioningsolution.

Full Tecno is unique in Brazil because we are complete, once we are also the only "Internet agency" that has the strategic support of one of the best advertising agencies in Brazil (We belong to Full Jazz Group, www.fulljazz.com.br). So, we definitely offer a complete combined solution.

Clients

BAT (British American Tobacco), Berlitz(www.berlitz.com), CB Richad Ellis(www.cbre.com), Faber-Castell, Interchange (eletronic relations brazilian leader), Liotecnica, MAC (Most important museum of modern art in Latin America), Traffic Sports Marketing (www.traffic.com.br, Latin America leader)

<http://www.fulltecno.com.br>

São Paulo

São Paulo - Brazil

Ad Agencies

BULL MARKET

go.group

A national marketing strategy and communication company. All major disciplines included, in separate business areas.

Strong linkages to business understanding and business surrounding such as planning and research. this in combination with taking personal risks and high integrity. staying close to consumers and micro and macro trends in society.

If you dare to make a company small (i.e. finding the essence), then you can make relevant and different communication. We call it "the power of reduction".

Clients

IKEA, SEAT, Swedish railways, MILKO (swedish milk producer), Clean Chemicals Sweden (CCS pharmaceuticals).

Overall assignments like; brand positioning, brand re-vitalisation, advertising, sales promotion, PR and media strategy.

<http://www.gogroup.se>

stockholm
Sweden

Ad Agencies

BULL MARKET

ICAN

We develop innovative online advertising strategies, produce excellent creative as a result and push the boundaries of interactive advertising. You can see our work in our portfolio area on www.ican.ie

Clients

MBNA, Siemens Mobile, O2, United International Pictures, Buena Vista, Open University, Red Cross, Citroen, Honda, Hyundai, PTSB, AIB

<http://www.ican.ie>

Dublin
Ireland

Ad Agencies

BULL MARKET

Innis Maggiore Group

It's information. It's innovation. It's imagination. It's integrity. It's intelligence. It's inspiration. We call it the Power of i.

The power of i is some serious wattage. While most agencies are satisfied with some catchy headlines and a spot everyone says they like, at Innis Maggiore we're only satisfied when we improve your business and make you more profitable. We do it with intelligent marketing. With innovative ideas. And with inspired creative that really works.

Clients

Microsoft/MSN, Louisiana Pacific, Parker Hannifin, Krispy Kreme Donuts, Nickles Bakery, Harry London's Chocolates, The Genie Company and Nancy Lopez Golf.

<http://www.innismaggiore.com>

Canton
OH

Ad Agencies

BULL MARKET

Inside|Out Advertising

A small group that can develop the next big idea — developing a "Purple Cow" and creating a "monopoly space" that results in serious competitive differentiation. Specializations include:

- Prospect Relationship Management
- Education-based Marketing
- Strategy - the "Big Idea"
- Webinars and multimedia
- Ghost writing
- Targeted, Relevant messaging

Though we can handle the typical agency projects, with in-house design, copy, media, interactive, we look to solutions that combine strong business generators with a focus on ROI.

Clients

In-house agency for nation's leading non-profit personal finance education and counseling organization. External clients include:, Orthopedics Medical Supply Company, Franchisee of Wolfgang Pucks Express, Golf and Country Club Management Group, 4 Real Estate Developments in Orlando, FL, Advisory Board Council - Orlando (pro bono strategy for small to mid-size businesses).

Orlando, Florida

<http://www.inoutad.com>

Ad Agencies

BULL MARKET

Irwin Levine & Associates

Irwin Levine & Associates, Inc. is a full service Marketing Communications firm. The company has earned a strong reputation for developing and executing flawless, results-driven marketing programs on behalf of our clients. An unyielding dedication to understanding and satisfying client objectives has resulted in a loyal customer base with some relationships lasting since the very beginning of the company founding

Clients

Irwin Levine & Associates, Inc. is a full service Marketing Communications firm. The company has earned a strong reputation for developing and executing flawless, results-driven marketing programs on behalf of our clients. An unyielding dedication to understanding and satisfying client objectives has resulted in a loyal customer base with some relationships lasting since the very beginning of the company founding

New York
NY

<http://www.ilaonline.com>

Ad Agencies

BULL MARKET

KFDunn & Associates

KFDunn & Associates is a marketing communications agency specializing in medical diagnostics, devices, biotechnology and genomic-based products. Our clients want to work with us because we develop solutions using both left brain and right brain thinking, and we are able to offer a unique combination of scientific experience and fresh, intelligent creative. That means we know how to have fun and when to stay late. We color outside the lines but not off the page. And we see the big picture as well as all of its details.

Clients

Our clients are intelligent, insightful life science professionals who are grounded in the principles of marketing. They have a clear understanding of their products/services, their target audiences, and the markets they serve. They appreciate that a good client agency relationship is based on trust, respect and the open exchange of ideas. And finally, our clients are a mix of interesting people who are a genuine pleasure to work with.

<http://www.kfdunn.com>

New Castle
Delaware

Ad Agencies

BULL MARKET

Matador

Matador Worldwide Brand Communications is an award-winning multicultural communications company with lots of drive to do great work for our clients and make them even more successful.

How do we do this? With an absolute lack of fear of failure. Our name is our brand.

Of course, we realize this means that we're not meant to work for every client and every client isn't meant for us.

But for the ones who are - well, you can start off by downloading your own Matador poster, with your own name on it, at our website. After all, if we can't come up with an innovative idea to promote our own agency, why should anyone else to pay us to promote theirs?

PRINT • DESIGN • BROADCAST • OUTDOOR • INTERACTIVE •
GUERRILLA • HISPANIC MARKET • GENERAL MARKET SOLUTIONS

Clients

American Airlines Publications, Fernando Diez Photography, Man-O-War Boatworks, Miami Manatees Professional Hockey Club, Randazzo's Little Italy Ristorante

Coral Gables
Florida

<http://www.matadormiami.com/poster.html>

Ad Agencies

BULL MARKET

Mature Market Group

For years our industry - Advertising - has bowed at the feet of the youth market, to the point that culturally we have begun to embrace youthfulness to the exclusion of understanding the values of the aging Boomer population and their needs, and especially the continuing needs and buying power of the Senior market. We help our clients build lasting and profitable relationships with these segments by understanding their values and their lifestyles. We are part of J. Walter Thompson Worldwide

Clients

AOL, Military Officers Association of America (formerly The Retired Officers Association), ACTS (senior housing), ABHOW (senior housing), AARP Services, Galderma, Oticon, Willow Valley, Sunsweet Growers, HealthFirst, Williamsburg Landing, and more!

San Francisco, Boca Raton, Dallas & New Orleans

<http://www.jwtmmg.com>

Ad Agencies

BULL MARKET

PerformanceBridge Advertising

We are a full service interactive agency that specializes in online advertising however, we do not focus on your everyday branding campaign. We focus on campaigns that are focused on ROI and acquisitions... and because of this we attract clients whom are interested increasing credit card acquisitions and increasing subscription and enrollments. We have complex media models that generate incredible returns for our clients, in less than 1 year we have been able to attract several Fortune 500 clients and average a new employee every 30 days.

Clients

Four divisions of American Express as well as Readers Digest, Financial Times, AOL, Travel & Leisure, Food & Wine and many more...

New York & Binghamton
NY

<http://www.performancebridge.net>

Ad Agencies

BULL MARKET

Promoseven McCann RM

Advertising strategy, copy and design. Advertising is a mega phenomenon. It's run by monoliths and large dinosaurs. And the simplicity of it is lost somewhere between the need for largesse. We provide an alternative. Because you don't need a big agency to come up with a big idea, we are able to provide key advertising strategy and execution alternatives at a fraction of the cost.

While we can (and do) work with clients and accounts across the globe, we are here in the middle of this marketing challenge called the Middle East. And, please, let no one tell you, it's all the same anyway, just Arabise it, and your message works. We understand this market, we understand the consumers around us, and we are uniquely positioned to provide solid, tested results when it comes to delivering advertising that is specific for this market.

We do it across all media, and have particular capabilities on-line. Because, it's all happening on the web today. Best of all, we're incredibly cost effective.

Clients

MasterFoods, ACDelco, Siemens, BMW, Standard Chartered Bank

Dubai, UAE

<http://www.promoseven.com>

Ad Agencies

BULL MARKET

Publicis Dialog

Today there is nothing more damaging for a brand than predictability.

Brands that don't surprise will wither and die.

Strong ideas enable brands to connect, compete and flourish.

Creativity brings them to life.

Publicis Dialog has evolved the concept of Holistic Communications to a higher level of effectiveness and accountability by uniting world-class services in every major discipline, from Advertising to Public Relations to Direct Marketing to Sales Promotion to Investor Relations to Interactive Marketing to Event Management, all under one roof. The result is bigger ideas. Ideas big enough to cross disciplines. Big enough to captivate and motivate people. Big enough to surpass our clients' objectives.

Clients

Microsoft Business Solutions, Sprint, Hewlett-Packard, Curves, Amstel Light, Whirlpool.

San Francisco
CA

<http://www.publicis-usa.com>

Ad Agencies

BULL MARKET

Shotgun Concepts

Shotgun Concepts is not an average ad agency. In fact, unless shoehorned into that title, we don't use it. We're an integrated marketing company that looks at the entire picture and then helps you create a marketing campaign that may or may not include traditional advertising.

There are two basic camps in Marketing. The first camp are people that know what they're doing. Large to mid-size companies perhaps with an in-house department or utilizing the best agencies and having the money to operate successful marketing campaigns.

The rest are trying to figure it out. This camp consists of some mid-size companies, small businesses and sole proprietorships. It's the majority of businesses where marketing is neither a priority nor well understood. They occasionally hit a home run, but most knowledge comes from "Marketing for Dummies"

Clients

Shotgun Concepts' clients are small to mid-sized companies who are at that "awkward age"—between being able to handle their own marketing and having a large agency. Our representative client is at a crossroads in their business cycle. They have done well, but are ready for unbridled growth with the correct marketing.

<http://www.shotgunconcepts.com>

Smiths Grove
KY

Ad Agencies

BULL MARKET

Sullivan Higdon & Sink

Sullivan Higdon & Sink was founded in 1971 in the same city where three guys whose last names were Cessna, Beech and Lear got their own companies off the ground - Wichita, Kansas. Like them, SHS loves aviation - and that passion has helped us become one of the top aviation advertising and PR agencies in the world. But our Wichita office also serves clients in several other categories - including high technology, electric utilities and meat products. In 1997, SHS opened a second office in Kansas City, Missouri. That office specializes in consumer clients, and has rapidly grown to become almost exactly the same size as the Wichita office, with just under 50 employees. In 2003, we opened our third office in Washington, D.C., to handle aerospace and defense clients.

In all, SHS employs just under 100 people. Our capitalized billings in 2003 were \$84 million. SHS has been named agency of the year by both the Business Marketing Association and by Professional Pilot magazine.

Clients

Cessna Aircraft Company, Cargill Meat Solutions - a division of Cargill Foods, Captain D's Seafood, GE-ERC, a division of GE, XMWX Satellite Weather, Rolls Royce - North America, ITT - Defense, Rockwell Collins, Pizza Hut, Lycoming - a division of Textron, BBA Aviation, UMB Bank, Westar Energy, and Kansas Health Foundation.

Wichita
KS

<http://www.wehatesheep.com>

Ad Agencies

BULL MARKET

TEQUILA\Melbourne

Communicating with people requires a thorough understanding of how they relate to their environment and what motivates them. TEQUILA helps our clients negotiate a way through our changing environment, where all communications are becoming conjoined. We design communication strategies that reach, relate and cut through.

Clients

Nissan, Telstra, Sony Playstation, Qantas, Everlast

<http://www.tequila.com.au>

Melbourne & Sydney
Australia

Ad Agencies

BULL MARKET

The Ad Store

The Ad Store is a strategically focused creative shop that's more than just another advertising agency—we have a fresh approach to marketing solutions.

We've rejected traditional big agency systems that are often marked by bureaucracy, "analysis paralysis," and a prima donna culture.

The Ad Store has had remarkable success establishing brand identities for our clients, with campaigns that have resulted in several award-winning creative executions.

For example, our marketing campaign for jetBlue Airways positions the airline as the leader in customer service, as well as the airline with the best planes and amenities. The Ad Store's creative executions also address customer concerns such as reliability and safety, while conveying a sense of humor that strikes a balance between the offbeat and the traditional.

Clients

jetBlue Airways, Alitalia Airlines, Mike's Hard Lemonade, Ellen Tracy Hosiery, RJ Reynolds

<http://www.theadstore.com>

New York
NY

Ad Agencies

BULL MARKET

theAgency

We started theAgency to provide the experience and power of a large advertising agency in a small, fast, cost-effective agency structure. We hire only senior level people, we work primarily on a project basis. We utilize the most innovative market research techniques to guide creative that simply 'electrifies' the messaging. We bring strategy to the forefront and we never lose sight of the mission. We don't charge an arm and a leg for the privilege of working with us. Our main source of inspiration continues to be watching our solutions answer a client's most pressing marketing issues. We have worked in categories from high-tech medical (SonoSite), to low-tech petroleum.

Clients

Chevron, Unocal, Dell, Goleta Bank, New West Symphony.

<http://www.agency2.com>

Camarillo
CA

Ad Agencies

BULL MARKET

True North

To align consumer communications with sales channel communications, thereby maximize "return on ideas."

Clients

Ford, Tommy Hilfiger, Kruger, Budget

<http://www.truenorth.ca>

Toronto
Canada

Ad Agencies

BULL MARKET

AdHouse Creative

AdHouse Creative is a new breed of communications consulting firm. We marry capabilities found traditionally in either a management consulting firm or a marketing/advertising agency. Our clients benefit from a multi-disciplinary approach. We make organizations better by integrating skills ranging from business planning, process implementation and strategic consulting to branding, public relations, media placement, web design and traditional advertising.

We embrace the box. We seek to understand the constraints of every project - be it time, budget, politics or preferences. Then we produce solutions and engineer opportunities that blossom from those roots.

We are whole-brained. We blend the analytical and creative, combining innovative problem solving and practical business sense to produce results that resonate with all audiences. Our solutions strike the delicate balance between what "looks good" and what "makes sense."

Clients

Our clients have organizational histories that range from days to decades of establishment; their activities span non-profit, public sector and corporate endeavors. Some names: Aprilaire, Fiskars, Opera for the Young, The Dane Fund, Design & Co., Requirements Quest, United Way, Second Harvest Foodbank, Oregon Community Bank & Trust, Madison Family Theatre Company and The Salvation Army.

Madison, WI

<http://www.adhousecreative.com>

Advertising Agency

BULL MARKET

Get Noticed Promotions

The main reason prospects contact us and clients keep coming back is because we make life easy! We give clients - time back so that they can get back to their key competencies. Customers come to us when they are looking for custom apparel, promotional ideas as well as an innovative addition to their marketing team.

Customers have come to rely on us when their needs include...corporate identity, employee incentives, awards and recognition, safety programs and marketing solutions...then rely on our fresh ideas and promotional strategies that work! Our ability to create a total promotional package to meet all of our client's goals and objectives is what led us to be named the 10th fastest growing company in Buffalo, N.Y.

We don't just provide our clients with promotional products we offer them the means to -GET NOTICED! No longer will they have to strain their brains for fresh and creative ideas for their next project.

Clients

Our client list includes: Interstate Brands Corporation (Wonder Bread and Hostess), Coors Brewing Company, The White House, Sorrento, Tyson, Bluecross Blueshield, Nestle Purina, Comp Health, Praxair, University at Buffalo, American Heart Association, Books Are Fun, Coca-Cola, Dunlop Tire, McKesson Drug, Morton Salt, New Era Cap Co., and Praxair.

Buffalo, NY

<http://www.getnoticedpromotions.com>

Advertising Specialties

BULL MARKET

Shubin Design Group

We specialize in helping companies in the food industry build their business. We also do exceptional work for other clients, such as the San Francisco Zoo, for which we raised more than \$24,000,000 in a capital campaign. Other clients include PC World, Intuit, and DHL Worldwide.

Proven track record since 1985 of developing successful marketing materials that motivate the target audience. We're smart, flexible, and easy to work with, and assemble custom teams for each client to provide everything from strategy to final deliverable.

Clients

Dole, Del Monte, Sun Maid, Clorox, Clear Springs Foods, Otis Spunkmeyer, Honey Hill Farms, King Oscar Sardines and Hot Pockets.

We also do exceptional work for other clients, such as the San Francisco Zoo, for which we raised more than \$24,000,000 in a capital campaign. Other clients include PC World, Intuit, and DHL Worldwide.

San Francisco Bay Area / Novato, California

<http://www.shubindesign.com>

Advertising/Graphic Design

BULL MARKET

MLS Communications, Inc.

KKBS (MLS) is known for doing whatever it takes to make the client's business or event successful. We even get involved in the process that makes that happen.

Clients

Bank of Western Oklahoma, Wonderland Amusement Park, and local clients in our area (various, over 400)

Guymon, OK

<http://www.kkbs.com>

Agency

BULL MARKET

Basadur Applied Creativity

We're a unique global company with years of experience in helping organizations use applied creativity to solve problems and create growth opportunities. We help you get real results by using our applied creativity method called the Simplex System, developed by our founder, Dr. Min Basadur. The Simplex System has been researched, evaluated and proven effective.

Clients

Procter & Gamble, Frito-Lay, Ford, Goodrich Corporation, Kimball International, ADIAT Mexico

International

<http://www.basadur.com>

Applied creativity

BULL MARKET

Sheppard

Cartoons are more memorable than most forms of visual communication. And with a reputation and signature style to brand, it is a guarantee that I'll ensure that I exceed expectations in producing vibrant and memorable cartoons and illustrations. My name is on the line, not just my job.

Imagine being able to have clients retain information up to 800% ! That's 8 times greater simply by illustrating humorously the essence of your communication. Entertaining visual communications are the focus for our clients in building a relationship and identity with consumers. Toon Studio focuses on bringing humour into any situation to make messages memorable and lasting.

Clients

Giant Promotional Products, Antartica Flights, Rural Press Newspapers, Triffique Productions, LJ Hooker, Fairfax Newspapers, TM Marketing, Nickelodeon Channel, Channel 10, Energee Entertainment, American Express, JBC Advertising, Industrie Clothing, Impulse Airlines

<http://www.toonstudio.com.au>

Broadway
New South Wales

Artists

BULL MARKET

themustardpeople.com

I create groovy urban characters that can be featured in ads, animation projects, greeting cards, invitations, children's books or custom design projects that need a more personal or fun bent.

I have 13 years of sales/marketing experience with national magazines and have worked extensively with advertising agencies and clients. I understand the marketing process, can contribute strategic ideas and deliver a stronger illustration product.

Most importantly, I have a unique artistic style that is fresh and generates a strong response.

Clients

I have many clients on a local level in Chicago from individual commissions to retail stores, a real estate company and a local neighborhood Chamber of Commerce. I would like to work with Starbucks, Target, or brands with a budget and a good sense of humor.

<http://www.themustardpeople.com>

Chicago
IL

Artists

BULL MARKET

As Was

As Was is a full service consulting firm specializing in eBay and online sales, business creation and operations management, traditional and niche marketing, and website development. We are uniquely poised to improve eBay and online businesses through auction design, creation and presentation of the seller's identity, sales and marketing strategies, custom-programmed auction management tools including integration of the eBay API, and other services.

As Was has a professional staff of programmers, artists, designers, marketing specialists, and eBay experts all working together to start, market, and improve online businesses. We do not specialize in any particular business type or location, but rather work with clients that match us no matter what industry or where they might be. We believe in creating exactly what the client needs with room to grow without limiting our clients to what can be found in third-party boxed software. If it has anything to do with online sales, we do it!

Clients

Our clients are individuals, companies, retail stores, manufacturers, and large corporations seeking to utilize eBay as a serious sales channel. They turn to us for a broad range of services relating to branding, identity, marketing, copy writing, understanding eBay and its marketplace, research, training, and strategies. Our clients sell in nearly every eBay top-level category available

<http://www.aswas.com>

Long Island
NY

Auctions

BULL MARKET

The Guerrilla Group, inc.

We coach companies to increase their sales through the unconventional weapons and tactics of Guerrilla Marketing and Guerrilla Selling.

We present seminars, workshops and custom training programs to fit your industry, your schedule, and your budget, from a 90 minute keynote to a 3-day bootcamp.

We produce Internet-based video programs to train your channel, available on-demand to your distributors and resellers, any time, anywhere.

Clients

Apple Computer, AT&T, Century 21, Cessna Aircraft, Choice Hotels International, Dole Citrus, Farmers Insurance, Fujitsu Electronics, Giant Bicycles, Hearst Business Publications, HP, IBM, Inc. Magazine, Ingram Micro, Marriott Hotels, New Balance Shoes, P&O Nedlloyd, Prudential HealthCare, Raytheon Aircraft, Safeway Stores, Ltd., United Kingdom, Southwest Airlines, Union Carbide, United Airlines, US Postal Service, Val-Pak

Boulder, San Francisco, Brisbane, Berlin

<http://www.GuerrillaGroup.com>

Authors & Coaches

BULL MARKET

Liquid Intelligence

Liquid Intelligence is a sales and marketing agency for the beverage industry. Our singular focus is to help our client sell more volume and therefore increase profits. We are experts in the field because we all cut our teeth in the beverage business before joining Liquid Intelligence.

Here's how we help our clients sell more volume:

- . We get our clients noticed by creating great stories about their brands. These stories are so interesting to the target audiences that they adopt them as their own and repeat them to their friends.
- . We then create marketing and sales programs that reinforce and elaborate on the relevant story, giving people more examples with which to share with their friends.
- . We then help the story travel through out social networks - continuing to give ever growing numbers of people reasons to adopt the brand as their own and as a result move more volume.
- . RESULTS: Our clients move more volume

Clients

Representative Clients: The Pabst Brewing Company, The Coca-Cola Company, Miller Brewing Company, Zuidam Distillers, Welch's, Cool Mountain Sodas and The Canandaigua Wine Company

<http://www.liquidintelligence.com>

Chicago
Illinois

Beverage Marketing

BULL MARKET

astre Corporate Group

We develop new products, improve existing ones, work to expand the marketability of current products, and advise firms how to achieve these successes.

Our staff is comprised of multitalented, bright, energetic, and creative individuals. We all have at least 20 years of experience in creating products, processes, companies, and environments that are profitable, unique, and exceptional. Our disciplinary backgrounds (at least three for each staffer) includes chemical engineering, biotechnology, finance, management, coaching, taxation, medicine, manufacturing, logistics, and planning.

Products- hemodialyzer, respiratory monitor, electronic health system, colon lavage, catheter, slow release pharmaceutical, water reuse system, hazardous pollutant treatment, on site water treatment, drinking water system, portable baby bath, etc.

Clients

Water treatment companies, medical device manufacturers, biotechnology firms, electronic information systems, lawyers,

<http://www.adjuvancy.com>

Alexandria
Virginia

Brainstormer-Inventor

BULL MARKET

WordBiz.com, Inc.

Readers tell me I give them a no-hype spin on online marketing, specifically how to market and sell online with effective words and compelling content. My newsletter gives them trends, how-to's, tips and commentary – how to market with an e-newsletter; what a blog is and how to use it as a business tool; what content works on your home page, etc. Most importantly, I need my readers! Without their feedback and prompting, WordBiz Report wouldn't be what it is. These days, publishing is a two-way conversation. I never get tired of it... I'm passionate about what I do!

Clients

13,000-plus subscribers in over 80 countries read my (award-winning) e-newsletter WordBiz Report. They're my prospects and, increasingly, my customers.

Washington DC

<http://www.wordbiz.com>

Brainstormer/Coach

BULL MARKET

Axxess Business Centers

Founded by Internet entrepreneur Rosalind Resnick, Axxess Business Centers, Inc. is the leader in consulting, business planning, capital-raising and marketing services for startups and emerging businesses.

We're a bunch of entrepreneurs who've been there and done it. And, because if the SBA were doing its job, we wouldn't have one. We do everything from brainstorming with clients on their next big idea to helping them raise capital without giving away the store. We also cook up marketing plans, generate sales leads and make referrals to CPAs, attorneys and Web designers who won't rob them blind. Best of all, we offer our services at prices that small businesses can afford—\$49.95 for the first one-hour consultation, \$1,000 for market research and \$5,000 for a business plan with three years' financials and all the trimmings.

Clients

Restaurants, juice bars, bowling alleys, sports agencies, inventors, sandal-makers, dating services, tech companies and online publishers, to name a few. Anyone who wants to start a business or take it to the next level.

<http://www.abcbizhelp.com/>

New York
NY

Brainstormers

BULL MARKET

Blue Sky Ink

My clients are mostly non-profits who have aggressive marketing dreams and the usual small budgets. They relish exploiting opportunities to create synergy, they reject glib or trendy short-cuts, they believe and invest in building their relationship with their clients and audience, and protect their own character and identity with thoughtful decisions. They assume any for-profit marketing concept has the potential to work as hard, if not harder for them. They always assume they can do something better. As such, I love working on their projects. They are small- most have budgets under \$1 million.

Clients

My clients are mostly non-profits who have aggressive marketing dreams and the usual small budgets. They relish exploiting opportunities to create synergy, they reject glib or trendy short-cuts, they believe and invest in building their relationship with their clients and audience, and protect their own character and identity with thoughtful decisions. They are small- most have budgets under \$1 million.

amintz@ptd.net

Reading
PA

Brainstormers

BULL MARKET

Bretski.com

Mobilis In Mobili is latin for something moving in a constantly changing environment. Our boutique style full service creative thinking offers our clients complete focus and dedication to evolving their brands in constantly changing markets.

We help companies evolve brands and increase sales using non-traditional methods of reaching consumers on the go. We practice what we preach by building and operating our own local brands that we use to test, measure, adapt and translate into useable branding methods that we share with our clients.

Clients

Jack Daniels, Seagrams, Budweiser.

<http://www.bretski.com>

Las Vegas
Nevada

Brainstormers

BULL MARKET

Conexus

Conexus is a creative problem-solving company focused on idea generation, product invention, and image development. We are powered by intense, yet fun and relaxed, brainstorming sessions that involve our expert creative minds, along with a sampling from your team, providing electrifying and extraordinary results! Our ingenuity can creatively improve product design, design logo, name, and give media presence to a revolutionary new company or idea, re-create an existing market presence, and mobilize any team toward attaining it's desired creative goals. We are eternally seeking newer and more creative ways to unleash our super powers on the world around us. Come and see how our ingenuity, vitality, and creativity can connect people with ideas!

Clients

We have worked with Dillon Industrial Fan, a commercial man cooling company, in Ohio, Lexmark, a world wide printer manufacturer, in Kentucky, Avant, a national commercial real estate firm, in Tennessee and Texas, n-tara, a world renowned 3D animation outfit, in Georgia, and Fields Construction, a high end custom home builder, in Virginia.

<http://www.thinkcrank.com>

Johnson City
TN

Brainstormers

BULL MARKET

Cornerstone International

I am a visionary who thinks outside of the box and have the gift of seeing what is not obvious. I allow the flow of thought to go beyond traditional solutions and open thinking so that executives and systems connect to the answer from their gut or instincts.

My clients are senior executives and non-profit organizations that have to move from traditional performance to exceptional performance by shifting their strategy and aligning their goals with market shifts, people needs and analysis of the possibilities that present themselves cloaked as problems and the loss of profitability or organizational focus.

Clients

The National Civil Rights Museum, International Paper, Martin Luther King Health Center, Mississippi Valley State University, Community Legal System and Phillips Consulting of South Africa.

dawnhurd@aol.com

Memphis
TN

Brainstormers

BULL MARKET

dialog japan

How to make millions of Japanese Yen with your small but brilliant ideas. In our company's data, you're going to meet more than 100 companies executives who've started with little more than an idea and made millions Yen via Internet, many in very short time. Dialog Japan introduce you to demonstrates a different Internet Millionaire-Maker Strategy in Japan.

Clients

Adecco, Nestle, CircleK, Dentsu, Young & Rubicam, Ogilvy one, Robert G. Allen, Hakuhodo

tokyo, japan

<http://www.dialogjapan.com>

Brainstormers

BULL MARKET

Harvey McKinnon Associates

We are the world leaders in monthly giving programs (Harvey has written the only book on the subject: HIDDEN Gold; his second on the subject will be out later this year). We have helped non profits raise hundreds of millions of dollars for good causes. We also are creative, highly rated trainers who have lots of fun. www.harveymckinnon.com

Clients

Make a Wish (Canada); David Suzuki Foundation; UNICEF (internationally); Jackson Memorial Hospital Foundation (Miami); Sierra Legal Defence Fund

Vancouver Canada

<http://www.harveymckinnon.com>

Brainstormers

BULL MARKET

iNICHEative

With innovative, smart marketing _____ (insert company name) can increase revenue by ____ (insert number) %.

iNICHEative

A boutique marketing firm specializing in non-traditional initiatives, finding new streams of revenue via:

partnership marketing

marketing and sales strategy and implementation

new customer acquisition

grassroots and viral marketing

product placement

Clients

CMJ, andante, Tisch Center for the Arts, Bang on a Can, Digitas

New York, NY

www.inicheative.com

Brainstormers

BULL MARKET

iStrategy.it

I've been running my own sw engineering company for 15 years and have accumulated great strategy / marketing / Sales / Technological experience worldwide. I've been inventor, CEO, Sales Man, Marketing guy and project manager in the various stages of development of my company. I also matured 4 years of international consulting experience with large Infrastructure companies for eBusiness where i covered the role of VP of Engineering and KM (Genuity - Boston MA).

By making this experience available to my Customer in Italy and Switzerland i make them very happy as most of the issues they are facing i've seen in the past and i can avoid them making mistakes by finding the most effective path. This sometime is called "experience". I can say the main reason my customer need me is "because i've been there before!"

Clients

IT companies in Italy and Switzerland who want to expand their market in Europe and in the USA

aldo@istrategy.it

Milano
Italy

Brainstormers

BULL MARKET

Jody Lentz

My clients need me because I bring technologies, attitude and tools to work that they don't generally get to use.

I focus on using experiential methods to engage teams and organizations to tap their collective imagination, dig through their day-to-day crap and generate breakthrough ideas and strategy that can separate them from their competition.

Clients

Metro Nashville Public Schools, Valley Arts Guitar Store (owned by Gibson Guitars), Kroll Background Services Group (KBSG)

jodylentz@bellsouth.net

Nashville
TN

Brainstormers

BULL MARKET

Joel Warady Group

At Joel Warady Group, we focus on non-traditional marketing approaches to getting your products or services heard above the advertising noise clutter. We are a big believer in the utilization of Influencers, and we work with companies to help them identify who the influencers are, and how best to reach them.

I'm an entrepreneur. I have never worked for a large company, and have never lost the entrepreneurial vision as to how to make a product or service stand out amongst other competitive products. I help present an entirely fresh look at marketing issues, and how to solve marketing problems without a million dollar budget.

Clients

EnjoyLife Foods, LucidLine, Klik 1, Xylifloss

<http://www.joelwarady.com>

Wilmette
IL

Brainstormers

BULL MARKET

KnowledgeLabs News Center

Editorial content and employee development are facets of the same coin – communication. Traditional journalism looks at reporting the truth. Traditional employee training looks at bringing employees in line with corporate goals. KnowledgeLabs looks at how best to bring empowering knowledge to employees and stakeholders alike through powerful keynotes, interactive workshops and facilitation, and technical and business content to stakeholders through leadership feature stories.

Clients

IDA, Check Point, CMP Business Media, PSA, McGallen & Bolden.

Singapore

<http://www.seamusphan.com>

Brainstormers

BULL MARKET

LionShare Communications

Small business has to act like big business these days in order to survive. We handle the nuts and bolts of marketing - the collateral, media-buying, market research, website setup and mangement - but it's our ideas and innovation that truly impress our clients. They always get more than they hire for.

Clients

Our clients are very small businesses that are looking for big ideas to grow their businesses. By maximizing the resources they have, and making recommendations on what they need, we help them claim the lion's share of their market.

Fort Worth, Texas

<http://www.lionsharenow.com>

Brainstormers

BULL MARKET

M.J. Rose

Alone or with my partner Doug Clegg, we brainstorm creative marketing solutions built around the idea of Buzz. We don't think outside the box, we forget about boxes all together.

Clients

Playtex Corp, Harlequin Enterprise, American Home Products, McDoanld's Corp & Charles of the Ritz.

MJRoseAuthor@aol.com

NewYork
NY

Brainstormers

BULL MARKET

mindbubble

Mindbubble Creative Ideas & Concepts has made it its core goal to offer simple yet surprising and most of all effective concepts to its clients. Mindbubble focuses mainly at companies who have the guts to go off the beaten track and who are willing to invest in their success. Only with this in place Mindbubble can deliver just that little bit extra that lets its clients stand out from their competition.

Clients

Amsterdam (NL) and Wellington (NZ)

<http://www.mindbubble.com>

Brainstormers

BULL MARKET

Modern Humorist, Inc.

Modern Humorist is funny for money full time. We make people laugh for a living in film, tv and print. So why do we keep our hand in the worlds of advertising and marketing? Because we enjoy the challenge and believe that brands need to be relevant, honest and exceptional in order to survive in the twenty-first century. Once unleashed, humor is a potent means to achieve all three. Inspired by the work of designer Tibor Kalman, MH's corporate work aims to surprise and delight. Companies that hire us want to connect to an audience through comedy, and in Modern Humorist they are hiring proven laughgetters.

Click here to hear about us on NPR:

http://www.marketplace.org/play/audio.php?media=/2003/09/24_mpp&start=00:00:22:43.0&end=00:00:26:24.0

Clients

We've named and packaged two products for Applegate Farms, the LunchBox (www.thelunchcrew.com) and the JoyStick (www.thejoystick.com). We've done live events with Amazon and SS+K. We've done custom publishing work for Fortune, Working Woman (R.I.P.) and written for Microsoft and Time Warner cable.

jabout@nyc.rr.com

Brooklyn
NY

Brainstormers

BULL MARKET

Objetivo

We are a small company. We want to stay that way. Small is good and beautiful. Finest perfume comes in small bottles. We help our clients by listening to them, to their customers, to their employees. We listen more than we talk. It's all about learning new ways of learning about the customer. Our clients, under habituation, forget how to learn from experience. We help them to recover that ability and use it to strengthen their relationship with their customers.

Clients

Walt Disney Chile, Costa Chile, 180 Grados, Crisis Corporate Identity

vvaljalo@objetivo.cl

Boston
MA

Brainstormers

BULL MARKET

Reinvent

I help reinvent ministries to be able to reach more people by getting rid of old attitudes and styles and adopting a "customer-centered" approach. I know why people give to ministries and how to survey a religious organization to see if it measures up to the "template" and support patterns. I help ministries to have "purple cow" type attitudes, promotions, and marketing materials.

Clients

Ministry Organizations, Christian Camps and conference centers (there are hundreds)

gbruno@sarasotaemail.com

Perkasie
Pennsylvania

Brainstormers

BULL MARKET

ruse consulting

a puzzle, an entanglement, or an obstacle for the company or organization? creative marketing, crisp, interesting writing, edgy, invigorating idea generation? sound, useful strategies? Ruse Consulting helps clients explore, answer, or solve such questions to grow or change their business or organization by focusing in 4 areas: strategies, marketing (both inbound and outbound), Idea Generation (a form of brainstorming), and writing.

Clients

Small to enterprise businesses and organizations at a crossroad whether it be about developing new products, invigorating a team or project or company, relaunching a brand or product, shifting strategic direction etc. Clients include: VP of Marketing and co-investor of a software start-up in stealth mode CEO of midsize software company; small retail businesses; and CEO of small consumer business to promote and launch new product.

Moss Beach, California

pruse@earthlink.net

Brainstormers

BULL MARKET

scenarioDNA

Advertising is evolving. The future of brands is to embed them into the fabric of human experience. As a boutique research and brand-planning consultancy, scenarioDNA gets past what marketers already know and reveals the untapped and unmet within consumers.

Our clients include ad agencies wanting to augment their strategic planning capabilities, as well as brand marketers seeking deeper insight. We help them kill the focus group and start observing, breakdown silos to unify planning and creative, and find their voice.

Simply put, we are planning shop for a people economy, using best practices in ethnographic and qualitative research.

Clients

Some brands we've worked with include Century 21, Citibank, J. Walter Thompson, Maxim Magazine and the UK-based National Magazine Company.

<http://www.scenariodna.com>

New York
NY

Brainstormers

BULL MARKET

Second Guess

Our objective is to create value for our customers by helping them redefine their autonomy. Second Guess is involved in creating circumstances that help organizations, teams and people learn and grow.

The core driver behind this is the belief that organizations can and should be much nicer places to be in, given the amount of time we spend in them, Ultimately, its about creating environments where people like being and not leave 70% (or more) of their selves at the coat hanger when they leave for work.

Organisations can solve 80% of their issues, with or without the help of a consultancy firm. Somehow this always leaves 20% unaddressed. Out of not knowing how, fear, anxiety or simple oversight. It is here that paradoxically, the root cause of the other 80% is often found. By working closely with an organisation at various levels, using organic ways of facilitation, real sustainable shifts occur.

Clients

Unilever, Lucent and Logica CMG.

sjoorda@xs4all.nl

London
England

Brainstormers

BULL MARKET

Sellingprocess.com

Many companies are stuck selling products and services the same way they did 50 years ago.

I help them understand their processes and show them how to leverage technology (most of the time they have already invested in it) to improve the way they sell.

Clients

Toronto

rmccutcheon@sellingprocess.com

Brainstormers

BULL MARKET

Spizzerinctum Group LLC

The Spizzerinctum Group has built a solid reputation for delivering remarkable solutions that fit the company's goals, and are doable by mere humans! We work with business owners and executives who want to grow their business with self-sufficient, clutter free customer care processes and measurements that allow employees to succeed, rather than fail.

We have the unique ability to think strategically about customer relationships and implement that strategy in a way that rapidly improves the customers' view of our client's business. We are the "make it happen people" who bring our clients results. We spend fully 2/3rds of our time in cubicles, in the field or on the phone working "Elbow to Elbow" with our client's employees, not in fancy meetings. We love what we do, and we bring that passion to work with us everyday!

Clients

Spizzerinctum Group works with businesses of all sizes – from small family owned companies to large national firms in the Manufacturing, Healthcare, Construction, Commodity / Catalog, Food, and Professional services industries.

Spizzerinctum@wi.rr.com

Cedarburg
WI

Brainstormers

BULL MARKET

Strativity Group Inc

The Experience is at the core of your business.

- > Creating and analyzing the customer experience
- > Increasing revenues from your customers
- > Developing and implementing organization-wide customer strategies
- > Linking your employees' experiences to maximize impact on the customer's experience

Inspire, Inform, Impact™

Our proprietary consulting methodology and brainstorming workshops deliver the three key elements of success.

- > Inspire – getting your people excited
- > Inform – making your people smart and ready
- > Impact – building the financial impact to justify it all

Clients

American Management Association, Computer Associates, Seagate, SAP, Herbalife, Honeywell, Dimension Data, DVTel, Infogain, Mphasis, Magic Software, Polivec, TMW Systems, and other large and emerging companies around the world.

<http://www.strativitygroup.com>

Livingston
NJ

Brainstormers

BULL MARKET

Super Group

Mooooove over status quo, we help clients do remarkable things! Super Group is a professional ideation firm - clients come to us when they need breakthrough product ideas, consumer insights, or innovation training.

In a nutshell, why do clients need us? Well, as a facilitator it boils down to the atmosphere in one of our ideations. It's teams working together, taking responsibility and ownership for ideas, tapping into their full creative potential, and building a culture that will continue to thrive back at the office. It's so rewarding to watch it all come together!

Super Group is small, driven and remarkable! We take ideation to the next level by custom-creating client experiences. Our people love what we do. It's that simple. That's how we've been helping clients one-up sliced bread for more than 27 years! Infectious passion + Totally customized approach + Laughter = REMARKABLE IDEAS!

Clients

Kraft, Miller, PepsiCo, General Mills, SC Johnson, BP, Unilever.

Chicago, IL

s.buchanan@research-int.com

Brainstormers

BULL MARKET

The Jim Seybert Company

I am a private practice consultant, specializing in the area of brainstorming and ideation - I help organizations think of new ways to do things. My clients appreciate being among a select group who pay for and receive very personalized service. Retained clients have nearly unlimited access to me. Project clients enjoy a personalized approach that is custom-fitted to their requirements. Many relationships begin with an Executive Retreat or Board Strategy session.

Clients

Tyndale Publishing (IL), Marain Medical Center (CA), Comfort Music (CA), Xulon Press (VA), City of San Luis Obispo (CA), Continental Western Corporation (CA), EPM Communications (NY).

<http://www.jimseybert.com>

Arroyo Grande
CA

Brainstormers

BULL MARKET

The Opportunity Thinker

Stale thinking is rampant in organizations and is driving the sameness in industries. Clients need me to help guide them to break the thinking logjams they are stuck in to uncover Purple Cow solutions. Purple Cow solutions are driven by Purple Cow thinking. I use Purple Cow facilitation tool kits - Six Thinking Hats and Lateral Thinking to help clients move beyond the predictable. Clients need Purple Cow tools to move beyond the limits of brainstorming.

Clients

Hewlett Packard, AstraZeneca, Innova Training, Resources Unlimited, Amgen, Porter Novelli

info@LyndaCurtin.com

Glendale
California

Brainstormers

BULL MARKET

Vaishnavi Communications

India's largest corporate communications consulting company. With more than 7 office across the country and over 200 people we provide cutting edge communication solutions to clients.

Unmatched talent, network and we offer everything under the sun in the area of communications be it advertising, pr, corporate communications, public affairs, event management, communication consulting, training, brand planning, business intelligence etc.

Clients

Tata Group (India's most respected and largest diversified business group), Channel [V], CNBC TV18, Singapore Airline, ITC Foods, Himalaya Drugs, Sun Microsystems,

<http://www.vaishnavi-india.com>

New Delhi
India

Brainstormers

BULL MARKET

Altered Image

We help clients to communicate their messages effectively. When done properly, this communication positively impacts the company. For example, a well-informed and motivated sales force will better represent the company and go on to sell more. An employee that understands their company and becomes a part of its culture will stay with that company and be productive.

Whatever the goal of the communication is, we develop the program with that in mind. By always staying focused on the outcome, we are less likely to get caught up in all the traps of glamorous marketing and communications that may not be as effective.

We are staffed with idea people who are tuned into clients needs. They can think up and execute on inspirational designs and plans, bringing the client's solutions to life.

Clients

Forest Laboratories, Johnson & Johnson, Shire Pharmaceuticals and others.

Matawan, NJ

<http://www.alteredimage.com>

Brainstormers and Deliverers

BULL MARKET

ABC.

We bring our clients purple cow opportunities.

We take an existing brand and help them to explore co-branding and licensing opportunities. These quick wins turn existing brands into purple cows by teaming up the competencies of manufacturers who have no idea about marketing with marketeers whose manufacturing competencies are limited to their core products. As brands become signposts for experience we'll see more and more licensing and more astonishing products that feature brands in new and unusual categories – think Disney paint, Dunlop handbags, Cosmopolitan Magazine cocktail bars, all of these already exist by the way!

We're here to help brands who want to use licensing and co-branding as a marketing tool achieving enhanced market positioning as well as revenue. We enable the process by linking brand owner to manufacturer, negotiating the agreements and overseeing the execution.

Clients

Our current client list includes international ski and tennis racket manufacturer HEAD, UK performance car manufacturer TVR, domestic appliance manufacturer Groupe Seb (owners of Tefal, Moulinex, Krups, Rowenta), savoury sandwich spread Marmite, confectionary manufacturer Cadbury Trebor Basset

London

<http://www.aabbcc.co.uk>

Brand Extension Agency

BULL MARKET

Brandslinger Naming Group

Our clients need fresh, exciting, and compelling names that raise the visibility of their companies and products. And they need these names yesterday. Being 100% involved in their own areas of interest, they do not have either the time or the expertise to create these names themselves, and they know it.

They turn to us because we are a group of word-centered creative powerhouses who understand the magic of single words and short taglines to tell a potent story.

We interview our clients extensively to discover the soul of their brand's desires, distill this information into a concise creative brief to guide our creativity, and then blaze ahead developing hundreds, if not thousands of potential candidates. From this universe of solutions we then cull out the best of the best, run them through our preliminary trademark process, and then present them to the client.

Clients

Our clients are usually young dynamic companies, both pre and post IPO, with potent, transformative ideas. They are companies looking for a compelling standout name for their companies themselves, their services, or their products, or they are looking for perceptive brand analysis for their existing suite of brand names.

San Francisco Bay Area

<http://www.brandslinger.com>

Brand Name Namers

BULL MARKET

Knombre, LLC

What's in a name? In an increasingly crowded name-space, characterized by rabid domain name registration and topsy-turvy trademark law, the answer is "a lot". Names need to be smarter and more resonant than ever if they are to connect with customers through the cacophony and confusion that pervades today's marketplace.

Knombre strives to bring to fruition the full power of words—their sounds, their look, and their meaning—to create some of the world's most intelligent and emotive brand names produced today.

Clients

Knombre works with established businesses and start-ups in need of unique, URL-able names and identities with strategic meaning and lasting appeal.

<http://www.knobre.com>

Minneapolis
MN

Brand Name Namers

BULL MARKET

Namedesigner

I am working as a namedesigner specializing in brand names. Branding or the creation of a recognizable identity applies also to individual people. Thus let me briefly sketch what my brand stands for: Based in Austria I have been involved with technical concepts and terms for more than twenty years. As a matter of fact many methods pertaining to international terminology work were developed in Austria. This scientific traditions acts as an asset when choosing a brand name for use in a range of countries with different languages, cultures, traditions and customs which requires usually more careful consideration than a national trade mark. When choosing a new name, there is an obvious advantage in calling upon a specialized professional.

I am a namedesigner, a terminology expert and a trademark agent.

Clients

Merck, Coralfox, Immobau, Infoterm, Bridgehead International, IRIS

Vienna, Austria

<http://www.namedesigner.at>

Brand Name Namers

BULL MARKET

Tungsten Marketing

My consulting firm is Tungsten Marketing, named after the metal that Thomas Edison used to create the brilliance of light. I have worked with local, regional and national firms on every type of mass market advertising campaign. Now I just focus on the naming, branding and positioning, since I've come to view them as important as setting a foundation on a building. I work with several gifted freelancers, many of who were former agency employees now on their own.

Many companies have names, mottos, tag lines and logos that are confusing, misleading or outdated- ones that no longer reflect their current core competencies. Time starved consumers won't work to understand a poorly named or ill positioned company. I work to create new names and positioning statements that will align a company with it's true purpose, goal and mission statement. This alignment creates congruencies and clarity throughout the organization, illuminating both clients and staff as to the direction and purpose of the business.

Clients

The prime example is PODS (Portable On Demand Storage) They were called Portables, (like the toilets), and were struggling to make a go of it. I re-named them PODS and it has become a household word for the industry, much like Kleenex. I saw they had the right idea, but not the right "Purple Cow" approach. We took them off radio and put them on TV in longer form advertising (60 seconds vs. 30 seconds) in order to demonstrate the new concept instead of telling it. (Pic=IKwords) <http://www.PODSUSA.com>

<http://PureTungsten.com>

Pisgah Forest
NC

Brand Name Namers

BULL MARKET

Wordworking

Wordworking defines your brand story, from corporate or product name to tagline to ads, brochures, and Web content. Your story, well told.

Your corporate or product name is the title of your brand story. Wordworking works with you to create authentic, powerful, and memorable names, applying equal parts art, craft, and linguistic science. Want to tell more of the story? Wordworking provides full brand-storytelling services: memorable taglines, powerful Web and print copy, and ghostwriting.

Clients

Mobius Venture Capital, Cooligy, Shaklee Inc., Yodlee, C&H Sugar, TrustE, Ivy Athletic Trust, e-Storm International, Bizet Human Asset Management, Visa International

<http://www.wordworking.com>

Oakland
CA

Brand Name Namers

BULL MARKET

Sterling-Rice Group

Insight. Ideas. Impact.

Sterling-Rice Group is an Integrated Brand Development firm that transforms businesses by combining the strategic expertise of a consulting group with the creative power of an advertising agency to build breakthrough brands and marketing.

Clients

Kraft, Pepsi, Hewlett-Packard, Frontier Airlines, Bernina, AT&T Broadband, General Mills, Coors, Ball Corporation

<http://www.srg.com>

Boulder
CO

Brand Strategists

BULL MARKET

Consumering

If marketing adapts a company to the market, what adapts the company to the consumer? Consumering, it is.

Consumering (is a strategic consultant who) will turn your brand into a consumer favourite. If you can't fill-in the space: "buy YOUR BRAND (instead of competition) because _____", then your brand needs us. Consumers buy when they have a reason to do so. So, every brand must have a Reason to Buy. At Consumering, we provide brands with their Reason to Buy.

Clients

Our clients are companies that prefer to be consumer favourites rather than industry leaders. They sell products or services to the end user in competitive consumer markets.

<http://www.consumering.com>

Lisboa
Portugal

Brand Strategy

BULL MARKET

Enlightened Brand

Enlightened Brand helps clients to become market leaders by focusing on the blend of social, environmental, and financial forces that shape a brand in today's connected world. As publishers of the widely respected Enlightened Brand Journal, we keep a finger on the pulse of the market intelligence that is essential for building brand success in an increasingly connected world. Contact us today if you are ready for an Enlightened Brand of your own.

Clients

NASA, Sun Microsystems, Holy Names College, Intelliseek, EnVectra,
Flashline

Cupertino, CA and other locations

<http://www.whitecanvas.com>

Brand Strategy and Implementation

BULL MARKET

Gestalt

Gestalt is a brand strategy and research firm. We help companies see the world and their brands through the eyes of consumers and create strategies for connecting brands with people's real lives, creating powerful and profitable brand experiences.

Through the holistic approach of ethnographic research (observation, participation, interviews) we gain deep insights that will help you see the whole picture of consumers' lives and discover the whole story of your brand's full potential.

Clients

Microsoft, Kraft, Mercedes-Benz, Compaq, JCPenny, Gymboree, HP, Nike, Smirnoff, Gap, Colgate, Sony, McGraw-Hill, Coca Cola, Intel, GM

<http://www.gestaltgroup.com>

Burlingame
CA

Brand Strategy & Research

BULL MARKET

Brandplay LLC

The world of Brand Strategy is full of academics, authors, and consultants who want nothing more than to work with the big dogs, the Fortune 500. But because of this, a lot of small to mid-sized businesses get ignored. At Brandplay, we don't use small businesses as a stepping stone to bigger clients. As a matter of fact, we flat out won't work with anyone whose revenue exceeds 150 million dollars. Because of this, we spend an inordinate amount of time dissecting the 'big-brand' literature and applying the concepts to small and mid-sized business through interactive workshops that include education, Q&A, and activities, all designed to help the client leave with a more focused, powerful, and remarkable brand, for a fraction of the cost of a large branding agency.

Clients

Inc 500 winner ProtoTest, Izze Beverage Company, Ebags.com, The Neeman Company, Point of Reference, KNRC radio, and the new Boulder Mall redevelopment by Westcor (subsidiary of Macerich).

<http://www.brandplay.com>

Boulder
CO

Brand Strategy Workshops

BULL MARKET

Brand Finance Inc

Struggling to prove to investors and your own financial people why your brand is worth investing in? We can help make your case and provide financial valuation services for strategy, tax, licensing or transaction purposes.

Clients

SAB Miller, Sprint, Cemex, Shell, Vodafone, Prudential, Heineken, Zurich, Danone, Ericsson, Allied Domecq

London, New York and 6 other locations

<http://www.brandfinance.com>

Brand Valuation

BULL MARKET

BRANDA

We are a boutique branding firm, that helps brands excite the dreams and emotions of affluent young hispanics and those who value the Latin Life Style, creating hip experiences that break through the boredom of traditional ways of marketing communications.

We use creative, and innovative ways to help brands build a win-win relation with young affluent hispanics.

Clients

Startup, formed in 01/04

<http://www.hipbranda.com> <http://branda.ownspot.com>

Evanston

II

Branding

BULL MARKET

KickButt Branding!

When you buy a brand name, you are really buying a story. The groundwork on which to build the real-life story of your brand. This initial brand-story precedes your product reputation and gives customers something to anticipate when they purchase your offering. As you build your brand, the initial anticipation is reinforced by real-life reputation to create a strong brand experience. Your brand name is the title of this grand brand story, and should have more to offer than a mere bunch of letters and syllables—rationalized with hidden meanings that only the naked emperor and his fraudulent clothiers could possibly recognize.

Clients

Entrepreneurs who need brand names that have both Striking Power and Staying Power: for a fuel additive with only a small marketing budget, the brand name BORGASM—"Better Operation, Response and Gas Mileage"

"If Your Car Could Talk, It Would Say: BORGASM!"

rlene@rcn.com

Rockaway
NJ

BrandName Namers

BULL MARKET

Innovation Management

To help clients turn ideas into businesses, to innovate, and to think differently about what they do. Also facilitate projects in which a mind shift needs to occur.

Major benefit is to prepare them to compete in the future and have a product the market is ready to buy.

Clients

University spinoffs including Textwise (natural language processing), Nanofluidics (biochip spinoff from Cornell University), Center for Really Neat Research (non-profit based at Syracuse University which has spun off MindTel and SenSyr, Central New York Technology Development Organization (CNYTDO), Niagara Mohawk Power Corporation and many others.

msonneborn@tdo.org

Syracuse
NY

Business Developer

BULL MARKET

Imagine Consulting

Imagine Consulting provide a full range of business development solutions to entrepreneurial companies that want to avoid or escape The Commoditization Trap. We work with companies helping them hire, train and maintain an effective business development process for the realities of the information age. Unlike traditional consulting companies our focus is on the actual implementation

Clients

Corporate Vision Communications, Innovative Graphics, Arlen Music Consultants, Fan Club Cruises, Belair Travel.

<http://www.ImagineLLC.com>

Severna Park
MD

Business Development Consulting

BULL MARKET

Sharp Market Intelligence

We explore the entire competitive environment (not just competitors). We uncover substitute competitors, alternative uses for a product or service, and customers who don't fit the target profile. We ferret out market drivers, keys to success when entering a new industry, emerging trends, discontinuities and other issues in play.

Sharp Market Intelligence delivers "reality checks" that clients can take to the bank. Our work can prevent expensive and embarrassing blunders by helping managers make better decisions.

In 300+ investigations, virtually every client changed course in a significant way to incorporate the realities uncovered by our research. These companies saw the future, and took action in the present, thanks to Sharp Market Intelligence. Established 1979.

Clients

American Express, Rubbermaid, Hilton Hotels, Blue Cross, Borg-Warner, Toyota, Nestle, National Gallery of Art, Berkshire Hathaway companies, Aerojet Aerospace, Department of Water & Power, Lucent, McKinsey, and less familiar names

Los Angeles
CA

<http://www.sharpmarket.com>

Business Intelligence

BULL MARKET

Andrea J. Lee Group

An idea may be purple but without the means to execute it, it will remain an idea. The solo professionals who are our clients need us to take their business ideas and implement a business model that will take root and grow.

Because our clients are usually being pulled by their markets faster than they know how to serve them, they need us to keep costs low, and find or build scalable solutions that their businesses can grow with. Whether that be a method to deliver dozens of live events around the world cheaply and elegantly, or a new php-based program to reduce the time to set up a website from an hour to five minutes, we find efficiencies for our clients so they can stay lean, fast and profitable.

Our clients count on us to be educated on trends in marketing and in their niche market, and to advise them strategically so they can make nimble decisions when needed, about what to do later this year, next year, and five years out. They can concentrate on their key strengths.

Clients

MillionDollarCoachingPractice.com, SellingSavvy.com, SoloBizVille.com, MoneyMakingWebsites.com, thesolopreneursin MultipleStreamsofCoachingIncome.com, and ThomasLeonard.com/CoachVille.com prior to August 2003

Calgary, Alberta | Canada

<http://www.andreajlee.com>

Business Managers

BULL MARKET

www.bplanguru.com

Planning is essential to starting and operating a business. I help my clients to understand that a plan goes well beyond just putting words on paper. A sound business plan is a dynamic process that shapes the direction of a business. Trying to run a business without one is like driving without a steering wheel.

Unlike many business plan writers who focus on attracting venture capital or winning competitions, I help my clients put together a plan that they'll actually use to run their businesses. Funding is icing on the cake.

Clients

Small business owners, soloists, people who are new to starting or running a business.

<http://www.bplanguru.com>

Westerville
OH

Business/Marketing Plan Writing

BULL MARKET

red TANGENT

We bring aggressive, cost effective marketing ideas to bear on a variety of brands to generate buzz, acquire new customers, and increase sales. Our techniques are based on years of effective online marketing for entertainment and lifestyle brands. All of our programs are unique, customized to meet the brand's objectives, cost effective, and results oriented. We apply our best practices of generating online buzz around entertainment brands and apply them to our consumer brands to drive word-of-mouth marketing in the hyper fast world of online communities. We seek to target the "influential" consumers in your market, exposing them to your brand through online sampling or other techniques, and incentivise them to pass along your brand through word-of-mouth. This highly targeted approach is laser focused to produce the greatest results at the lowest cost possible. In the world of marketing reality, our agency is the perfect choice for brands looking for value in online advertising, marketing, and promotions.

Clients

Kraft Foods, Balance Bar, TV Guide Networks, TV Guide Magazine, Ubi Soft Entertainment, Vivendi Universal Games, UFC, NASCAR, and Wolfgang Puck International

Newport Beach, CA

<http://www.redtangent.com>

BUZZ Marketing

BULL MARKET

Phoenix Career Group

The Phoenix Career Group specializes in creating personal branding messages and comprehensive marketing campaigns that leverage your skills and experience into a lucrative and rewarding position... one that's worthy of your exceptional talents and expertise.

Clients

We work with professionals at every level, from entry and mid-level managers to directors and senior executives.

<http://www.phoenixcareergroup.com>

Danville
KY

Career Management (Writers, coaches, etc.)

BULL MARKET

Career Change Network

Who we are: Career Change Network is dedicated to supporting professionals involved in the often daunting task of changing career direction. We service both corporations and individuals.

What we do: We host events, produce original content, share resources and offer one-on-one consulting to career changers and independent professionals. And we have some fun in the process.

How we do it: We create a comfortable, unintimidating environment. Our members and experts are positive and approachable.

Why we do it: We at CCN know from personal experience that a change in direction isn't easy. Our goal is to make the process as painless as possible.

If you're thinking of a change or your organization provides resources for career advancement, call CCN today.

Clients

Citi-habitats, CIti-Sites as well as Individuals and Universities

<http://www.careerchangenetwork.com>

NY
NY

Career & Network Resources

BULL MARKET

MindWorks Multimedia, Inc.

MindWorks combines creative writing, appropriate technology, compelling visual images, and personalized service to help our clients have better informed customers and employees. We focus on doing one thing (video-centric interactive programs) and doing it better than anyone else. We learn everything possible about our clients' services, products, culture, and dreams for the future. Using this information and our collective talents, we develop an interactive CD-ROM or DVD that will help the client with a short-term training need or a long-term growth initiative. Hopefully, we are helping our clients create and facilitate their Purple Cow.

Clients

Cotton Incorporated. Blue Cross Blue Shield of North Carolina, Johnson Controls, Duke University, and several other Fortune 500 companies that prefer not to let their competitors know we are helping them with marketing and educational initiatives.

North Carolina

growland@mwmm.com

CD-ROM and DVD Production

BULL MARKET

Oasis CD Manufacturing

Oasis manufactures prints and packages compact disc and DVD projects. We serve diverse clients—from local musicians to global corporations. And we lead the field in reliable, repeatable and creative CD/DVD project management.

Visualize a bunch of highly intelligent professionals who are obsessed with customer service and "getting it right the first time." Yep, that's us."

Producing a CD or DVD project is bewildering for most business project managers. So the Oasis staff prides itself on collaborating closely with each client to demystify the manufacturing process. Our goal is to get you to the point where only highly informed, confident choices are possible.

We also lead the field in innovative disc packaging. Every disc project — from the most humble promotional CD to the most extravagant corporate "statement" DVD — can be packaged in various innovative, durable, and eye-catching ways. Together we will find the disc printing and packaging system that best fits your vision... and your budget.

Clients

We have thousands of business and professional clients. Some examples include the National Academy of Sciences and Smithsonian Institution, (CD-ROMs), Apple Computer (DVDs, National Public Radio's All Things Considered/All Songs Considered and Mystic Seaport Maritime Museum (audio CDs), Yale University Press (DVDs, audio CDs, videotapes, and audiocassettes.)

<http://oasisCD.com>

Sperryville
VA

CD/DVD manufacturing and packaging

BULL MARKET

Coaching & Communication

Make sure the message you are sending is the one that you want!

Communication, both internal and external, is a vital skill for any organisation. We assist clients to get the very best from their people through a mixture of coaching and training.

Clients

Organisations seeking to develop the leaders of the future. Individuals wishing to make a difference to their lives and their careers.

London, England

<http://www.coachingandcommunication.com>

Coaching and Communication training

BULL MARKET

Telescope Comics

We create comic books that train or communicate messages through stories and sequential art.

Telescope Comics is a training company that combines thoughts, sounds, actions, and ideas into a compelling presentation of sequential art. If communication depends on the recipient's ability to perceive what you are saying, then Telescope Comics helps learners identify the chain of events of desired activity. They'll recognize the meaning and emotional impact of your message and relate to the context of content - its relevance to their jobs and lifestyle. And when what they see reflects their own environment, readers will find more meaning in their learning experience.

Clients

Verizon Wireless, SITE (The Society of Insurance Trainers and Educators)

<http://www.telescopecomics.com>

Roswell
GA

Comics

BULL MARKET

Mezzaluna Studio, Inc.

After lotsa years in the big city (Chicago) we downsized and moved south. We brought our experiences working for Baxter Labs, Abbott, Walgreens, Rustoleum, and Motorola along with wide open eyes and hearts. We have traveled extensively and paid attention along the way. We understand people—why they buy, how they read, how they interpret what they see and hear, what it takes to get them to viscerally understand and accept information. We are not slick or jaded, and we work hard at "owning" the message that needs to be translated to a wider audience.

Clients

We do cookies and hip fashion boutiques; college & camp recruitment; commercial & unique residential realty developments; nonprofits in healthcare and public service sectors. No big-name clients anymore—just local companies trying to distinguish themselves in increasingly sophisticated and competitive markets.

Hendersonville, North Carolina

mezzaluna@ioa.com

Communications design

BULL MARKET

Grass Shack Events & Media

Grass Shack Events & Media knows our clients message has to be memorable and move their audience to action. We offer communication and production solutions. Why hire a plumber to work on your plumbing? Sure you could do it yourself but someone who is an expert plumber can do it in half the time and do it right the first time with no left over costly leaks. Experience, tools and passion for doing it the best way possible. Grass Shack clients know they will receive the best service possible when embarking on a project with us. We specialize in corporate events, videos, meetings and digital media projects worldwide.

We offer complete campaigns or can manage specific elements of your project, always making sure the events "look and feel" is seamless and the message is creatively projected to your audience. We add value to your internal planning team for that extra reliable bandwidth.

Clients

Siemens, Oracle, Hewlett Packard, Hilton Hotels & Resorts, Yahoo! Inc., Association for Enterprise Opportunity, and George Mark Children's House.

<http://www.grassshackroad.com>

Oakland
California

Communications/Production

BULL MARKET

Idea Architects

We custom-design and create powerful learning experiences, be they creative or strategy sessions, conference keynotes or general sessions, or workshops or retreats. We create a comfortable space where individuals and organizations challenge themselves, envision greater possibilities, and create more relevant futures. We know when and how to challenge conventional beliefs, and also know when what a group most needs is to be supported in a challenge they have already accepted.

Idea Architects is a home for ideas and idealists. It is a safe space for individuals and organizations wanting to build their capacity to generate powerful and provocative ideas. It is a place where creativity and curiosity are celebrated ... diverse perspectives are valued ... community is championed ... and personal initiative is embraced.

Clients

Idea Architects serves both for-profit companies and non-profit associations. Clients have included the American Chemical Society, the American Dental Association, the American Institute of Architects, the American Society of Association Executives, the Center for Association Leadership, CUNA and Affiliates, Eli Lilly and Company, Monsanto Corporation, Millennium Pharmaceuticals, the National Kitchen and Bath Association, the Society of Professional Journalists, and the United States Tennis Association.

<http://www.ideaarchitects.org>

Indianapolis
IN

Community Builder/Strategy Facilitator

BULL MARKET

Enigma Concepts

Everybody has a concept, actually everybody has a few.

We seem to be the company that can take that idea and help the client solidify it. This means we need to know the way our industry works (IT) and the technology that is available in order to make the clients concept work in their industry. That is a neat thing to be able to do and a talent that is hard to find.

Clients

BackpackerToursAustralia, Dbookshop, TravelGuides, Australian ProfessionalSnowInstructors, Sitepods.

Noosa, Australia

<http://www.enigmaconcepts.com>

Concept solidification

BULL MARKET

Leadereview

Leadereview reviews 100s of potential leadership books and articles and selects the ones that speak to leaders today.

Leadereview sends clients an attractive, portable package of books and other resources each month. Each package includes a Time Investment Guide that highlights an hour's worth of relevant reading. All highlighted pages are flagged. There's even a snack!

Leadereview hosts a monthly teleconference with the author of a best selling business book. For an hour leaders have the opportunity to discuss that book with the author and other leaders. Recent authors have included: Peter Elkind (The Smartest Guys in the Room - the Amazing Rise and Spectacular Fall of Enron) Sydney Finkelstein (Why Smart Executives Fail) Peter Schwartz (Art of the Long View and Inevitable Surprises) George Anders (Perfect Enough - Carly Fiorina and the Reinvention of H-P) Gary Klein (Intuition at Work).

Clients

VP of Trading for a Fortune 200, Venture Capilist, SVP Claims for Major Insurance company, Director of Communications, CEO of start up, VP of Learning and Development, Management Consultants.

San Rafael
CA

<http://www.leadereview.com>

Connect leaders with resources

BULL MARKET

BBMGroup.Org

We handhold in the change process.

Business Behavior Management Group(BBM Group) deliver value! We focus on behavioral measurement and using it for supporting change and performance management. What we do is fundamentally objective and not subjective. We work from diagnostics through to delivering Individual Impact.

We are creative and use participatory and experiential methods and not lectures.

Clients

Currently the Multi nationals, public sector and private sector companies from thepharma, petroleum, manufacturing, automobiles, IT, FMCG.

Target audience is managers and senior managers.

Bangalore India

jo@bbmgroup.org

Consultancy & Training

BULL MARKET

Dorrier Underwood Consulting

Dorrier Underwood employs an integrated process that focuses on business strategy, aligned, action, personal accountability for the results and the practice of leadership. Dorrier Underwood enables an organization to transform itself and develop a culture of accountability - a culture that has the sustainable capacity to generate high performance and teamwork in service of your strategic objectives.

For more than 15 years, Dorrier Underwood has worked in the field of breakthrough performance. We have found that, when given the chance, people consistently rise to the challenge of producing results that they currently don't know how to accomplish.

Each of our consulting engagements requires alignment around an unpredictable breakthrough project and specific metrics to which the organization commits.

Clients

Constella Group, (Biotechnology) Aronson and Company (Accounting), Baker Furniture (high end furniture), DST (software), Jennings and Company (advertising), WRAL-TV

Raleigh
NC

<http://www.dorrierunderwood.com>

Consulting

BULL MARKET

Advanced Management

Clients need us because we help them achieve success by developing their employees. We teach our clients to be service-driven, relationship-oriented, entrepreneurial entities by exhibiting that behavior ourselves. We are not a traditional consulting firm. Specializing in Project Management and Organizational Development, we help our clients do more with less, and achieve better results. Our approach is not cookie cutter – our solutions are targeted to the client and their specific environment – and they work.

Clients

Pfizer, Halliburton, The Hartford, Blue Cross Blue Shield. Major Fortune 500 entities in all industries, as well as smaller, 100–300 person companies on a growth trend.

Boston, MA

<http://www.amsconsulting.com>

Consulting and Training

BULL MARKET

St. Jude Packaging

St. Jude Packaging is a packaging manufacturing company producing graphic boxes (corrugated and chipboard), graphic bags, In-store displays, and thermoform packaging as well as provide assembly, warehousing, and logistical services to consumer product companies all over North America.

We offer our customers total production, warehousing, and logistical services whether it be overseas or domestic production. Our company can be your factory, distribution center, or individual packaging part supplier at the most competitive price available.

Clients

Sunbeam, Black & Decker, Skill, Dremel, and International Paper.

<http://www.stjudepackaging.com>

Chattanooga
TN

Contract assembly

BULL MARKET

Sales Elevator

We are the first company to take aspects of permission-based and one-to-one marketing, and apply them to the problem of converting trade show leads into customers. Rather than tell a company "what" to do, we show them "how" to do it, and provide the system, training, and tools to close the loop from lead generation to sale.

The fallacy is that trade show leads should be turned over to the Sales team to begin a "sales" process. Instead, Direct Marketing Association statistics show that only 10% of leads from most shows are ready to buy. Sales Reps would ignore or throw-away leads that did not show an immediate interest in a sale, and neglect the greater portion of leads for long-term sales opportunities.

In reality, a trade show lead should go into a "marketing" program to warm, inform, and build trust with the prospect. The best approach is to get the permission from the prospect to market to them, and then use the luxury of time to convert the lead into a customer through the use of "gentle pressure".

Clients

The representative clients for Sales Elevator are primarily in the capital equipment and service industries. LMC, Brankamp, Focus-America, Precision Designed Products, etc. Leaders in their field, but unknown to most of society. Strictly B to B sales. Small to medium sized companies with limited resources and personnel, all with a need to dramatically track and increase their sales directly related to trade shows.

<http://www.saleselevator.com>

Barberton
Ohio

Convert Trade Show Leads Into Customers

BULL MARKET

Amy Jussel: Copy/Concepts

Ads. Branding. Promotions. Name Generation. Collateral. Web. Broadcast. All on an 'as needed' basis. "Just like an agency without the smoke & mirrors." With budgets cut to the quick, it pays to hire senior level specialists directly.

Whether clients need copy/concepts as part of their team, or want to outsource a project in its entirety, they're able to call a seasoned pro with 20 years of experience rather than have their project delegated to junior level minions.

My job is to hit the mark the first time, make the client look great, and bow out until their next marketing effort. It's smart. It's simple. And it just makes sense.

Clients

Visa USA, Broderbund, Symantec, Gymboree, and over 70 resort/entertainment accounts.

<http://www.amyjussel.com>

San Francisco
CA

Copywriters

BULL MARKET

CopywithVelocity.com

CopywithVelocity is a San Diego-based company that is ENERGY-FILLED and CLIENT-DEDICATED. We provide copywriting services for every "word" need, including Web content, articles, books, marketing materials, newsletters, and press releases.

The people who hire us get 10 times their money's worth because we do everything possible to give them the best WORDS possible to meet their goals. When they need to say something that matters, we say it better.

Clients

Image-Acquire.com, Botox Institute, Prisk Communication, San Diego Real Estate Expert, GNK Chem-Tronics and Greenleaf Book Group.

<http://www.copywithvelocity.com>

San Diego
CA

Copywriters

BULL MARKET

Creative Communication

Creative Writer specialising in business communication with extensive production across all media, including video, live events, interactive learning platforms and print. Recently won Gold in the Live Events category of the annual awards of the International Visual Communication Association.

With 20 years experience, the difference is in the writing. I work across all media including video, multimedia, print and web. My ideas are always driven by my clients' business goals, cutting through the hype to deliver the message with creativity and style. I work quickly, to a budget and always deliver on time.

Clients

Microsoft, Pfizer, RW Baird, Bovis Lend Lease, Three Mobile, Janssen Pharmaceutical, International Maritime Organisation, UK National Police Service, Yorkshire Building Society, Charity Bank, Citizenship Foundation, Shell, BP, Transport for London, Nortel Networks, The Central Office of Information, NatWest

<http://www.creative-writer.com>

London
England

Copywriters

BULL MARKET

CyberReach

I can take your matchlight of an idea and make it into a raging firestorm.

I can make the seasons change, just by waving my hand.

I'm a damn good writer, and have been for over 25 years.

And, i'm the hardest working man in show business....

Clients

Subtle Energy Solutions, IndieAvenue.com, Bikram Yoga Hall
Street, Children's Gym (Portland)

boyd@tristaronline.com

Portland
Oregon

Copywriters

BULL MARKET

Darcy Silvers

When it comes to copy – whether for print, video or web – it's important to cut the bull. Savvy consumers can see right through contrived copy. Savvy marketers, however, can see the benefits of concise, targeted copy. Great copy, by the way, is not necessarily copy that wins awards – it's copy that sells products and services, enhances the brand, and establishes a relationship with the customer.

Clients

www.Lenox.com, www.Gorham1831.com, www.Dansk.com,
www.BrooksandBentley.com. Previous clients: Nabisco, M&M/Mars, Johnson
& Johnson, Educational Testing Service.

write2sell@comcast.net

Holland
PA

Copywriters

BULL MARKET

Dream Design Company

Our chief copywriter could be called American, except that not many Americans taught Korean at age 20 and then go on to learn Thai as well!

Our unique blend of multi-lingual, creative and disciplined team-members brings a frantic focus to international companies seeking market entry, increased market share or new-product development in the burgeoning Asian market. Brand management is our baby, our beast, our beauty!

Clients

SameSame, a Thai company startup from the fertile mind of a Dutch entrepreneur, is being positioned as the next McDonald's of Asia, with its branded street-outlets that tap the \$143-million streetfood market with satellite-positioned, stainless-steel innovations!

kdean@knu2.com

Bangkok
Thailand

Copywriters

BULL MARKET

Karen Gedney Communications

Karen Gedney Communications began in 1987. For the last 17 years, my clients — who are mostly marketing managers and directors of large companies have a right-hand person that they can rely on to execute their creative vision. The company, which has always excelled in direct marketing and collateral — now also focuses on online marketing. I also offer training in creativity, copywriting, conference-specific marketing. Clients have also used me to lead branding sessions and help manage internal/external creative teams.

Clients

Oxford Health Plans, Gartner Events, International Fund for Animal Welfare, Fortune, BusinessWeek, American Stock Exchange, Jupiter Media, Scholastic.

http://www.creativehotlist.com/k_gedney

Brooklyn
NY

Copywriters

BULL MARKET

Knockout Communications

Knockout Communications specializes in writing persuasive, punchy and targeted copy for high tech start-ups and web/advertising agencies. For start-ups, we harness all that pulsating but occasionally disorganized brain power into a set of clear, digestible messages that make the audience understand just exactly how great this new company really is. For advertising and web agencies, we act as a virtual, in-house copywriter, creating copy for websites, brochures, direct mail, email campaigns and ads that get attention—and increasesales.

Clients

Agencies: 3MarketeersAdvertising, elf design, Impend Technologies, KrushMedia. Companies: UC Santa Cruz Extension, Centillum Communications, Finaplex, Citrus Interiors, Sawyer Media Systems.

San Jose, CA

<http://www.knockoutcommunications.com>

Copywriters

BULL MARKET

lakespeed creative

plain and simple:

I deliver !deas that !mpact.

Clients

Clients: Dell (TV, print, radio, branding), McDonalds (TV), Qwest (TV, print, radio), Anheuser-Busch (TV, Internet, Promotions, POS), FTD (TV), Coca-Cola Brands (Promotions, POS), Illinois Lottery (TV, radio), Sony Mobile (branding), SBC (college branding & field promotions)

Chicago, Illinois

skip@skipbash.com

Copywriters

BULL MARKET

Manfatta

We copywrite for large institutions: local and regional governing bodies, banks, insurance companies. They have the money and they have the mood -sometimes. Biggest discovery: civil servants are human. Second biggest discovery: large institutions are made of individuals.

At Manfatta we help our clients name things. We show them how to use those names. We write those names for them. In the end, you hear many accents but just one voice.

Clients

<http://www.manfatta.com>

Barcelona
Spain

Copywriters

BULL MARKET

Master Marketing & PR

Whether a client needs a simple direct mail piece or full-blown campaign, I can handle every aspect from start to finish. If it's effective copywriting they need, I can do it. If it's a Web site they need, I can create it. If it's a training video they need produced, I can produce it.

Mine is a very small company that can do very large things, creatively speaking, because I work with a network of smart professionals who put their talent forward for me to help me achieve client goals.

Clients

My clients come from several different industries, including the financial and banking world, retail, food service, sobriety preparedness, medical and even legal realms. They are as diverse as their marketing and PR needs.

allme@cox.net

Lake Forest
IL

Copywriters

BULL MARKET

Moore Creative

Moore Creative...can help you say it.

Moore Creative was founded in 1991 by freelance journalist/author/copywriter Rodney J. Moore who has written over 100 articles for such national publications as Advertising Age, B-to-B Magazine, HOW, and Dynamic Graphics. His first book, Design Secrets: Layout (Rockport Publishers), will be published in the fall of 2004.

Moore Creative is a full-service copywriting and editorial consulting firm specializing in collaborating with graphic design firms and related industries. We have collaborated on everything from new brand development to corporate communications initiatives.

We also assist with name development, taglines, annual reports, business-to-business marketing, and broadcast script development.

Clients

Our clients range from large publicly traded companies to solo consultants. We have worked with two of the top 200 corporations on the Fortune 500 list and one in the top 50.

Through our partnerships with Anderson Thomas Design and Juicebox Designs we have worked with: Thomas Nelson Publishers and Marble Leadership Partners, Inc.

Nashville, TN

<http://www.brandmoore.com>

Copywriters

BULL MARKET

MortySchiller.com

If you have a mailbox, you've seen my work!

I've made millions for clients with killer ads and direct mail packages. My "battle" training came from the muddy trenches of "succeed or else" mail order campaigns. That's where my talents became a "secret weapon" - reaching out from the printed page into the reader's mind, heart and wallet. I'd love to put that to work on your team!

Clients

· "Morty Schiller is one of the nation's top mail order copywriters."

Robert W. Bly in ADS THAT SELL: How to Create Advertising That Gets Results

Brooklyn, NY

<http://www.mortyschiller.com>

Copywriters

BULL MARKET

nickusborne.com

I am an online copywriter and copy consultant. I write copy for sites, newsletters and emails. And I write 'Outside Opinion' Reports for clients who want the writing and messages on their sites reviewed and improved.

I look at sites not from the corporate point of view, but from the visitor's perspective. I am constantly watching for how well the site addresses the real and immediate needs of the reader. I look for and recommend great messages; in headings, links and body text. Great messages, clear messages are what hold people's attention and keep them focused and engaged. I also watch for opportunities to say something that is genuinely worth talking about. Word of mouth is a core element of the online environment, and sites can generate a huge amount of traffic and goodwill simply by saying or offering something worth talking about. The same goes for email and newsletters — my concern being not only that they be written well, with respect for the reader, but also that they recognize the interactive, shared environment of the online experience. Make it relevant. Make it useful. Make it interactive. Make it worth talking about.

Clients

Looksmart, MSN, The Getty Trust, America Online, Disney, Association of American Publishers, Novartis Pharma, John Deere, National Cancer Institute, Information Technology Media Advisory Council, Public Radio Internet Station Alliance, Bryant Heating and Cooling Systems, Business Objects and Rexall Showcase International.

<http://www.nickusborne.com>

Vancouver
British Columbia

Copywriters

BULL MARKET

Point Clear

Unique ability to create effective written communication that connects with the audience in a branded, bright and informative manner.

Clients

Schwab / Hayek Investment Counsel / Edward Jones / Mercury Marine / Kawasaki Motors/

jevos@mchsi.com

Fairhope
Alabama

Copywriters

BULL MARKET

Rugles.com

Rugles.com offers high quality Web marketing services for ebusinesses that wish to get out of the ordinary ways of promoting their products and services.

Our customers need new ideas, an open mind a new perspective and a fresh way of facing online business. We are here to offer just this. For the moment we are a small company ourselves so we usually work with small companies, but we have something in common with them: The aim to grow bigger and build solid foundations for the future. We are here to help...

Clients

I like to think that we represent customers that have an open mind and wish to try something out of the ordinary in copywriting, search engine copywriting and web marketing.

<http://www.rugles.com>

Los Angeles
CA

Copywriters

BULL MARKET

Simon Young Writers Ltd

SimonYoungWriters is a specialist copywriting agency that focusses on getting the words right. Our international team of contract writers come from fields including advertising, journalism, technical writing and academia, which means we can meet all the writing needs of our clients in one fell swoop.

Clients

We primarily work with other creative service companies like email marketing vendors, SEO firms, web developers, graphic designers and design agencies.

<http://www.SimonYoungWriters.com>

Auckland
New Zealand

Copywriters

BULL MARKET

StevensWords

I specialize in exceptionally strong, riveting headlines and breakthrough concepts that are unexpected and attention-getting. I am also well versed in SEO copy and in many industries that span consumer to high tech.

My writing style is very conversational—even for business-to-business—so the message can be easily grasped. I am also decidedly "feature/benefit" oriented. I love writing fun, humorous copy (warning: I can be quite zany) as well as emotionally-charged materials. Quick turnaround and brainstorming power, too. Hey, I aim to please.

Clients

Texas Instruments, Mary Kay Cosmetics, Bennigan's, V-8, Nokia, Pilgrim's Pride Chicken, Pepsi, Johnson & Johnson, Lucent, PricewaterhouseCoopers, Boys & Girls Clubs.

tardam@aol.com

Wylie
Texas

Copywriters

BULL MARKET

Success Stories INK

I work with jobseekers all over the world. My work is featured in 16 books on resume and cover letter writing, including the "101 Best Resumes" series published by McGraw Hill and the "Gallery of Best Resumes" series published by JIST.

Clients

jasuarez@htctech.net

Belleville
IL

Copywriters

BULL MARKET

The Write Idea

My clients need me not just because I know how to write grammatically correct sentences. Not just because I know how to create cohesive and coherent articles and brochures. And not just because I'm direct marketing and business savvy.

My clients need me because I know how to fill their pipeline and follow-up with leads by putting myself in their audiences' shoes and figuring out what they want and need to hear to make a buying decision.

My clients are small to mid-size B2B service providers and consultants who appreciate my belief that educating your market sells more than does making loud, emotional appeals.

Clients

Firms like Phelon Consulting, a sales consultancy specializing in customer leverage for enterprise solution providers; Counterpoint North, a virtual administration firm serving entrepreneurs and executives; The Madison Group, a plastics engineering consultancy serving manufacturers; and Petrack Consulting, a firm that helps hospital emergency rooms across the country enhance pediatric care, to name a few.

<http://www.ineedcopy.com>

St. Petersburg
Florida

Copywriters

BULL MARKET

Wordlabwest

The way you say it says it all. Clients trust us to develop a compelling and distinct voice and use it to speak the god's honest truth about their pet rocks.

Clients

Charles Schwab, Air Force Reserve, Blue Lake Ranch, Zukes, Blue Lake Ranch, Don Gaspar Inn, Green Juice Media.

Durango, San Francisco, Toronto.

<http://www.wordlabwest.com>

Copywriters

BULL MARKET

Writers Notebook

Everyday, I roll up my sleeves and go about the business of producing unequalled work that – most importantly – gets results.

Results that stem from knowing my business and knowing my clients and their target market. I put great effort into building and maintaining strong relationships by providing a level of responsiveness that ensures the job gets done right, on time and on budget.

Just ask my clients. Frankly, they are my biggest fans.

By producing on-target, communication-focused pieces and responding to clients immediately with complete attention to their needs, I have established a reputation as a top-notch writer.

Nuf-said!

Clients

Large and small non-profits and economic development organizations, manufacturing firms, medical entities, and retailers.

writernb@charter.net

Minneapolis
MN

Copywriters

BULL MARKET

Symplegades Inc.

Ian S. Gertler is a respected marketing consultant for a variety of industry-leading organizations. In 2004, he officially launched his marketing consultancy — Symplegades Inc. His expertise and background in marketing, editorial/content/copywriting, public relations, Internet development, research, corporate strategy and advertising has lead to numerous successes in both the consumer and business-focused areas.

Gertler has served in both full-time and consulting capacities with established Fortune 500 leaders, early-stage entities and advertising firms, including Computer Associates International, 1-800-FLOWERS.com, CMP Media (editorial/Internet divisions) and other marketing-driven organizations. His partnerships have included relationships with world-class companies like Microsoft, America Online, Time Warner and others.

Clients

Current representative clients ranging from Fortune 500 leaders and early-stage entities to advertising firms and other organizations, which include: FindWhat.com, Millennium Communications, Intellareturn Corp., American Home Mortgage, Lounge Lizard Worldwide and others.

Southwest Florida, formerly New York

<http://www.symplegades.com>

Corporate Strategy

BULL MARKET

Virtual World Studio

We are a creativity resource who can offer a unique combination of media services, at low budgets, with quick turn around. We are a media creativity company, specializing in getting the biggest bang for the fewest bucks. We are not a non-profit, but a "for very little profit" media source, working with individuals on personal promotion products. Innovative use of new prosumer technologies for performance video, product production (website, CD-R, DVD, Video), and medial literacy. Concept to product, plus training and on-location A/V and DVD production services.

Clients

Small businesses, artists, educators, NASA, conference producers, and family historians: For example: DigiBarn Computer Museum- History of Computers Video for Museum Opening; VLearn Conference- Presented seminar as AVATARS in online educational conf. hosted by Cornell & UCSC University; 3) UCSC Virtual Campus Tour- Part of VR design team & Virtual Crew; Cherie Rose, CBS Domestic Diva Audition tape- 1 minute commercial for Interior Designer.

Boulder Creek, CA

vwstudio@pacbell.net

Creative Media Innovation

BULL MARKET

Redmond Browne Research

Being out of the box is one thing — in my business, it's a given, assumed, the price of admission. But being out of the box doesn't mean much— doesn't translate into actionable — if you don't have a solid understanding, an almost psychic sense, of your consumer. That's where I come in. I always tell clients: I speak for your consumer, user, viewer, whatever it is you want to call them. When I am conducting research, I get jazzed from listening to them, from feeling their energy. The room is going to explode from the vibes of my wanting to feel what they're feeling. Whether they're power users who live online and off their Blackberrys, Martha wannabees searching for the best glue gun, teens addicted to War Craft or seniors fretting over the slot machine that is the stock market, they're my tribe. That's how you get great products and great ideas. Empathy, empathy all the way.

Clients

Microsoft, Microsoft TV, McCann Entertainment-Sony, Consumer Dynamics (J&J, Kraft, Gillette, Dr Scholls, Ocean Spray, Campbells, Dial Foods, Woodbridge Wines, Ralston Purina, etc)

Carmel CA

<http://www.redmondbrowne.com>

Creative researcher

BULL MARKET

Rose Creative Strategies

We were among Russia's first advertising & public relations agencies.

Since 1989, we have helped our clients be creative and innovative in the tumultuous Russian market. Using insight and imagination, we uncover opportunities to disrupt market conventions and make even established brands more relevant and compelling.

In other words, we give companies Purple Cow infusions.

Clients

DuPont, GlaxoSmithKline, LEK, Samsung

Moscow, Russia

<http://www.rose.ru>

Creative Strategists

BULL MARKET

Effetti

Effetti helps companies define who they are, what they do and why it matters.

30 years of marketing and sales experience enables Effetti to collaboratively distill and clarify brand strategies, and create clear, award-winning messaging with exceptional speed and success.

Today, businesses of all sizes are faced with the single largest obstacle that stands in the way of success by any specification, since the Great Depression. Oddly, this obstacle is neither economic, as the reference to the Depression might imply, nor is it competition or globalization. The largest, most pervasive obstacle that stands in the way of success is ineffective communication.

Collectively, we have invested 25 years in the study and practice of effective communication and endeavor here to offer new thinking, which if employed, will produce a positive change in your business.

Clients

Albertson's, Bellissima Consulting, Charles Krug Winery, East Bay French American School, Emulation Technologies, Hudson Bay Company, Infineon Semiconductor, InSound Medical, Liquid Trade Solutions, National Semiconductor, Newlin Associates, Ocular Sciences, Peet's Coffee & Tea, Thomas & Thomas Fly Rods, YUM! International (KFC Brand)

San Ramon, CA

<http://www.effetti.biz>

Creators of Narratives for Business

BULL MARKET

Client Relationship Marketing

CRM consultancy founded in 1993, now providing the following services:

- * Database organisation
- * Information sharing
- * End-user training
- * Software auditing and selection
- * CRM strategy development - the RIGHT way!
- * Microsoft CRM absolute specialists

Clients

South Australian State Govt - various departments; Adelaide Convention Centre; Adelaide Central Mission; IT Council of South Australia; financial planning industry; real estate industry; accounting industry; membership organisations

<http://www.tpaus.com.au>

Adelaide
South Australia

CRM

BULL MARKET

Dillon Works! Inc

Dillon Works! is a custom design and fabrication company specializing in dimensional and architectural elements for interior and exterior environments, retail stores and shopping malls, amusement parks, casinos, exhibits, restaurants, displays, signage, print ads, commercials and much, much more.

Clients

Sony, Nordstrom, Walt Disney, Target, Microsoft

<http://www.dillonworks.com>

Mukilteo
Washington

Custom Design and Fabrication

BULL MARKET

Brownie Signs & Co.

A sign is different from a magazine layout (ad). A sign is one of the most effective ways to draw people to your cause. If it's not laid out properly, then you won't get your message across effectively.

We have been serving our region for over 65 years and for a reason, we know what we are doing. Nothing makes me more mad than someone paying too much for a crummy sign. I

Our clients could easily go elsewhere, for a lower price. What they get is something designed and produced by some kid in high school who could care less about your project. We do care, we are family and all of our clients become part of this family. We treat them with respect and give them only the best.

Clients

Sodexo USA, Marble Slab Creamery, Foodstuffs, Dunkin Donuts, The City of Evanston, Baird & Warner, Evanston Athletic Club Prudential Preferred Properties and Northwestern University/NU Athletics

Evanston, IL

browniesigns1936@yahoo.com

Custom Sign Company

BULL MARKET

Solomon's Porch (Nigeria)

The new paradigm shift in customer relations and management is for the clients to focus exclusively on their core expertise, producing the highest quality products or services for the clientele while professional care givers like our organisation seek to continually add value to the relationship between our clients and their customers in a way that amazes the customers and make them keep bringing their friends and families back to the shop, this is our business and we are pioneers in this sector in Africa.

Clients

We service a broad spectrum clientele ranging from the banking sector, oil and gas companies, airlines, service sectors and manufacturers.

soloponi@yahoo.com

IKEJA
LAGOS

Customer care management

BULL MARKET

reTHINK Customer Strategy

Can you answer these three questions: 1. Who should be your best customer? 2. What can you sell them that no one else can? 3. How do you tell them that in a way that's clear, simple and memorable? If you can't answer all those questions, then you need us. We will be your CEO-Customer Experience Officer.

Clients

Blockbuster Video, Wrangler Jeans, Napier Jewelry, Victoria's Secret Bath, Bazooka, London Fog

<http://www.rethinkstrategy.com>

Outside New York City,
near Woodstock

Customer Strategy Consultant

BULL MARKET

elephants & ants

Communicating online takes more than just design; it takes the combined synergy of content, design and development. elephants & ants helps companies develop their online communications strategies, design award-winning sites that get results, and can create database integrated solutions for maximum business value.

Clients

Microsoft Corporation; Cranium, Inc.; Alaska Airlines; Scene It?; Real Networks

Seattle, Wa

<http://www.elephantsandants.com>

Design and Development

BULL MARKET

Will-Harris House

I can help you create your organization's personality in paper & pixels.

When I design, my goal from start to finish is to create a design that not only represents your business, it improves your business. Previous clients have said, "Your designs increased our credibility—and our business!"

Because I'm also a best-selling writer, with over 600,000 books sold, I look at your projects with a marketing and copywriting perspective, as well as a graphic eye. I translate your vision into MEANINGFUL VISUALS that WORK for you.

My approach is always to design specifically for each client, so rather than a "signature style" where all my work looks alike, I create graphics that are a one-of-a-kind reflections who you are and what you do.

Clients

My clients include Addison Wesley, Binoculite, Bitstream, Bruce Eckel's MindView Inc., Corel, Howard Dean Campaign, Microsoft, NetObjects, OpinionPoint, Peachpit Press, Prentice Hall, Simon & Schuster, the State of California, The Government of Sweden, Teachers Without Borders, TimeDesign, WordPerfect, ViaFone, and Xerox.

Point Reyes, Marin, California

<http://www.will-harris.com>

Design & Brainstorming

BULL MARKET

Lucky Onion, LLC

We specialize in Custom Product Design, Graphic Design, and Illustration for individuals, non-profit organizations, and starting companies to medium-sized established companies. No request is too special for Lucky Onion to fulfill.

As a Custom Product Design and Graphic Design firm we provide professionalism, a friendly work environment, extreme creativeness, budget conscience, and the most important, a finalized product the clients are proud of.

When working with our clients, we like to involve them in the process as much or a little as they desire. Sometimes clients know exactly what they want and we give their ideas a creative spinoff. Other times, clients come to us as a source of inspiration. Either end of the spectrum makes Lucky Onion strive for the best of the best.

Clients

Liz Claiborne Inc., McFarlane Toys, Master Replicas, Barnes & Noble, National Marfan Foundation, Wall Street Journal, University of Missouri, Colorado State University, Hunter Douglas and much more. Our bilingual background in Spanish also offer better market designs to our clients.

Westminster
Colorado

<http://www.luckyonion.com>

Designer

BULL MARKET

Aaron Design, Inc.

Aaron Design, Inc. creates innovative visual marketing solutions that capture the spirit of your company or the passions of your organization. Our award-winning talents help demanding corporate clients and non-profit organizations meet business goals. We work with you to develop:

- > Striking brand identities
- > Sophisticated marketing and corporate communications
- > Impressive and intelligent publications
- > Eye-catching and accessible websites
- > Inventive event and promotional materials

Clients

Aaron Design, Inc. services clients in the Health Care, Finance, Arts & Culture, and Education industries. Some of our clients are JPMorgan Chase, Citibank, The American Museum of Natural History and The Children's Hospital at Montefiore.

<http://www.aarondesigninc.com>

New York
NY

Designers

BULL MARKET

Anderson Thomas Design

If you are looking for a New York or L.A. caliber graphic design firm (but without the price tag,) check us out. We have a team of world-class designers who don't just make pretty pictures and cool designs... they actually have marketing and advertising backgrounds and understand how to communicate to your target audience. Oh yeah, and they also make very cool designs—the kind that stop people, get them to check out your product and buy it! But don't take our word for it, visit our site, and you'll see that our work speaks for itself!

Clients

We create logos, corporate identity, marketing materials, web sites, packaging and aid in product development for clients such as Universal Studios, DreamWorks, Golden Books, Hasbro, Rose Art, Thomas Nelson Publishers, Warner Brothers Records, MGM Studios, small start-up firms and regional businesses.

Nashville, TN

<http://www.andersonthomas.com>

Designers

BULL MARKET

Atalier Visual Entertainment

Our aim is to make clients laugh, to make them smile and, occasionally, to shock them. We think that the best way to present an idea is to provoke emotion, and we think that laughter and surprise are the best emotions to provoke. We're a group of designers and programmers who love to turn normal objects into funny objects, ordinary situations into extraordinary situations, and standard events into surprising events. We like to entertain clients and their target audience visually, which is why we call our work 'visual entertainment'. Client's need our style of design because in this age of intense advertising it is increasingly difficult to get your message heard, let alone remembered. By combining the elements of humor and simplicity with our unique style of illustration we create images, websites and online games which not only capture people's eyes but also their minds.

Clients

Atalier's clients include: Nike, Swiss Immigration Department, Mobiliar Insurance, Swiss Milk Producers, Swiss Postal Service, KPT Insurance, Access Sports Travel

Bern, Switzerland

<http://www.atalier.com>

Designers

BULL MARKET

Behavior LLC

The founders of Behavior are leaders in the field of interaction design. We are dedicated to building effective, innovative, and elegant interactive systems for clients and projects of all kinds, and we bring our deep experience with diverse clients to all new project challenges.

Our experience includes Web sites, Web-based applications, intranets and extranets, games and entertainment, mobile devices, CD-ROM, and many other platforms and media.

Clients

Chase Manhattan Bank, JPMorgan Securities, XM Satellite Radio, Nextel, UBS, Simon and Schuster and Sylvan Learning Centers.

New York City, New York

<http://www.behaviordesign.com>

Designers

BULL MARKET

Blue Media

Blue Media sits at the cool table, and we're selling seats.

The amount of creativity, talent and experience we've assembled under one roof is sick. We are not a design firm, ad agency or a print house. We more closely resemble a SWAT team. We take every job personally, and we get deeply involved in every project. Do yourself a favor and check out www.BlueMP.com.

If you like what you see, and you're ready to bring it, contact derek@bluemp.com.

Clients

Clear Channel Communications, Wells Fargo, Sprint, Phoenix Coyotes, Infinity Broadcasting

<http://www.BLUEMP.com>

Tempe
AZ

Designers

BULL MARKET

Brainstorm!

Clients come to me for my singular expertise—logo design—the foundation of any business identity. I have been designing award-winning logos and stationery for more than 15 years, and convey my passion for the importance of design to my clients. I also get my clients involved in the design process, and I delve deep into their marketing goals. This results in a final logo that works for them. I truly want my clients to love their logo.

Clients

Small, closely-held companies with a great desire to improve their business image without breaking the bank. One such client is Observ, Inc., a company that provides specialty food services in stadiums and ballparks around the country. I have helped them brand their products such as Squishy Frozen Lemonade and Tornadough Pretzel Twisters, increasing their visibility and profit.

Littleton, Colorado

<http://www.gobrainstorm.com>

Designers

BULL MARKET

Cafe 310

We are a boutique design firm specializing in compelling visual graphics and digital illustration for the entertainment and technology industries.

Clients

Vision Advertising, Epos, Inc. Roland, Disney, Warner Bros.

<http://www.cafe310.com>

Los Angeles
CA

Designers

BULL MARKET

Catch-22 Creative

Businesses wrestle daily with a common issue that we call "The Gap."

There is a need that exists for quality design services.

There is a high cost associated with those services.

There is limited budget available.

There is a gap.

We'd like to offer Catch-22 Creative as a way to bridge that gap. In effect, we can be "The Missing Piece."

What makes Catch-22 Creative different than the rest?

Quality work. Affordable price. Experienced leadership.

Clients

Elite Brand Imports LLC, Volvo Construction Equipment, Gary Shores,
In-Sink-Erator, Imperial Beverages

<http://www.catch22creative.com>

Racine
Wisconsin

Designers

BULL MARKET

Communication Results

Communication Results is a full-service firm offering writing, graphic design and project management for projects ranging from one-color direct mail pieces to six-color annual reports.

We work with internal clients to assess their business objectives and develop tools to meet those objectives.

- * We develop an identity for our clients that fits and we stick to it.
- * We write copy that is succinct and genuine.
- * We design clean simple pieces, not froufrou feeding anyone's ego.

Our ads get noticed, our brochures generate calls, and our copy gets read. In short, we get results.

Clients

Pepper Hamilton LLP, UGI Corporation, AmeriGas Propane, Mail-Well Graphics, Merck Research Labs, University of Pennsylvania Medical Center, Children's Hospital of Philadelphia, Albert Einstein Medical Center

<http://www.communication-results.com>

Abington
PA

Designers

BULL MARKET

Convea Ltd

Results focussed with successful track record in blue chip development of Internet, Intranet and Portal applications and services. Creative and boundary pushing design and solutions.

Clients

Morgan Stanley, Bacrlays, Red Cross, Logica

<http://www.convea.com>

London
UK

Designers

BULL MARKET

Cotter Visual Communications

We are passionate about what we do. The result: appropriate and successful marketing for you. Our clients tell us, this is what you can expect from Cotter Visual Communications, Inc. and why they choose to work with us:

- > Reliability and commitment to mutually agreed upon goals and timeline.
- > Attention to quality with an eye to detail and budget.
- > Easily accessible, available, responsive and flexible to meet your needs.
- > Actively listen to you and your business needs.
- > Efficient, fast and clean translation of information.
- > Willingness to learn all about your organization and its competition, and an eagerness to work with you to build strong marketing support.
- > Creative collaboration, idea and inspiration generators.

Clients

Mettler Toledo AutoChem, Exelon Generation, Vital Source Technologies, Conix Systems, and many entrepreneurial-spirited small businesses.

<http://www.cottervisual.com>

Landenberg
PA

Designers

BULL MARKET

Creation Chamber, Inc.

Most interactive firms that I've worked with have at least one thing in common: they treat their operation as a money-making machine. Creation Chamber, while financially successful, sees its market as something more similar to a calling. The talented technology and creative teams have made a habit of over-delivering by placing less importance on profits and more on research, brainstorming, prototyping and the eventual success that results from this kind of rare effort.

Our goal is to finish every project with the client thinking, "Wow. This is how it's supposed to be done."

Clients

Our clients span all industries and sizes, ranging from local mom-and-pop shops to professional sports teams (The Denver Broncos, Colorado Crush), restaurant chains (Red Robin, Einstein Bros) and technology businesses (PeopleSoft, Mapquest).

<http://www.creationchamber.com>

Denver
CO

Designers

BULL MARKET

Crux Creative

We know design. From print, interactive, media to an exhibit, museum or retail environment. Our knowledge and expertise will make you stand out beyond the rest with the effective designs and solutions.

First is the quality of design, taking the project as far as possible.

Building dedicated teams of skilled professionals, working with you as a co-partner, we can take any project from planning through production. The core team stays with the project from concept to installation. Specialists and support staff will be brought into the process to ensure a quality and timely product.

Clients

Our clients are a vast array of businesses searching for a complete solution. Our goal is to serve their needs from branding to an environment. Talent is never in short supply. We are an award-winning design team, ready to take on any challenge.

Midwest, Chicago, Illinois

<http://www.cruxcreative.com>

Designers

BULL MARKET

Debi Tracy Design

We have the ability to offer clients the most up-to-date techniques for permission based marketing, advice on becoming a purple cow, and basically how to access the newest marketing methods for attracting today's discerning consumer. My clients are good at their business, I'm great at helping them let the world know about it. I combine this with eyecatching print materials when necessary, with intriguing design appropriate for their target audience.

I have experience helping clients market unusual products, such as an unfinished nuclear power plant turned high-tech business park. My clients need me because they do not keep up on the latest and most effective ways to market, whereas I do. Eye-catching graphic design for publication and print, with an aim to please the client and intrigue the consumer. Logos designed to capture a client's unique identity.

Clients

Satsop Development Park (a purple cow if there ever was one!), Grays Harbor Tourism, Bryan and Son Jewelers (local Rolex distributor), QinetiQ-TIM, Kitchen*Links, TherapyWORKS

Hoquiam
WA

debidesign@techline.com

Designers

BULL MARKET

Design 4 Results

People hire us because: Our clients get a site design that looks like a million bucks, positions them ahead of their competition, and generates trust and excitement with prospective customers.

I am a designer who can also code. I write custom database driven websites with great user interfaces. This is a huge advantage to small business who may not be able to afford a full fledged designer/developer team.

I take great care of my clients. I don't waste their time or money. I am interested in making their site a success for them and their business.

and

My own website is successful for me. It generates business and isn't that the bottom line? If my website didn't work for my business, why would you want to hire me to create your website?

Clients

The Maine Photographic Workshops, Go Goddess! Girl, Davenport|Folio, The Windpoint Group, BL Ochman's WhatsNextBlog.com

<http://www.design4results.com>

Bath
ME

Designers

BULL MARKET

Design Factory International

Really great design can't happen without strategic thinking behind it. Design Factory is able to help clients produce eye grabbing packaging and effective websites by focusing on one thing: the relationship between the brand and the consumer.

[Actually, Red Maxwell, the Partner/Creative Director, is being coy. The truth is that his firm is the most talented, fastest, easiest-to-work with and most honest group I've ever had the pleasure of working with!—Seth]

Clients

Accenture, Duke Energy, Hanes, Johnson Controls, Sara Lee, RJR, Yahoo!, JTI, Planters/LifeSavers and Foster's Brewing Company

Winston-Salem, NC

<http://www.designfactorynet.com>

Designers

BULL MARKET

gabriella zanzani/yobi

We create strong and fresh collections for our clients by re-thinking/re-inventing the relationship between their brand and their products, aligning the two and then pushing it to it's limits through excellence in design and product development.

Depending on the assignment we also assist in creating a structure for their in-house design department and making the "sketch to product" process more efficient. we provide for design direction leadership and help recruit outstanding in-house and freelance design talent. our international manufacturing experience can help facilitate high quality production for a wide range of products and pricepoints.

Clients

calvin klein, donna karan, dkny, celine, trg accessories, gabriella zanzani (in house brand)

<http://www.gabriel lazanzani.com>

NewYork
NY

Designers

BULL MARKET

Great Jakes

Our clients hire us because the marketing materials we create are carefully crafted tools that help our clients grow their business. We never lose sight of the purpose of having a website and marketing materials – to attract clients and increase profits. We do not just create “pretty pieces.”

Almost all of our clients already have websites and marketing materials. They are coming to us because they recognize that what they have are failing them, and that they need to work with professionals with the skills to help them achieve their business goals.

Clients

Clients we work with include mid-sized law firms, accounting firms, consultancies and companies that need to market their services to other businesses.

<http://www.greatjakes.com>

New York
NY

Designers

BULL MARKET

Ideas On Purpose

Ideas On Purpose (IOP) is, fundamentally, a creative company. We combine rich experience with deep thinking to create fresh, distinctive design solutions that deliver business impact. Our work elicits strong human connections, striking a balance between logic and inspiration, reason and emotion. We use those intersections to help our clients connect with customers and stakeholders through work that's memorable, motivating and, most importantly, authentically linked to tangible business goals, cultures and strategies. And, our work spans all media, harnessing the power of effective, integrated communications; assignments range from brand identity and annual reports, to corporate collateral and web design.

We study the specifics of each client's business. We work with our clients to identify their unique stories and uncover what makes their customers tick. We then apply those insights across the board — from the biggest conceptual thinking to the smallest design details. IOP connects with targeted audiences through work that is as dynamic and diverse as the clients we represent.

Clients

Asia Society, Competitive Power Ventures, DeSilva & Phillips, NYCE, New York University, Octel Corp., 3M, Odegard Inc., Regeneron Pharmaceuticals, Inc., TB Alliance, University of Pennsylvania School of Design, Warburg Pincus

New York
NY

<http://www.ideasonpurpose.com>

Designers

BULL MARKET

Impact2

Impact2 is the intersection of people, technology and creative ideas. Impact2 is a full service creative design studio offering a broad range of development services backed by years of experience in digital, brand design and marketing tools by a talented staff.

Impact2's approach to design is sophisticated, and grounded in sound marketing fundamentals applied in creative ways. Whether a new business looking to create a web presence, or a larger firm looking to enhance their image, our mainstay is that our success means measurable results for our clients.

Clients

Mastercard, Honda, the National Dairy Council, TAP Pharmaceuticals and Polaroid. Clients also include small to medium sized businesses looking to enhance or redesign existing marketing materials or interactive tools.

<http://www.impacttwo.com>

NewYork
NewYork

Designers

BULL MARKET

Jota Comunicação

Our clients need us because they want to be in the internet, and have their websites updated. And we have great ideas and good designers.

Clients

We have clients in diferents areas. In Fitness: www.maxeffect.com.br and www.nacademia.com.br. In Horse business: www.hipicaparanaense.com.br In Construction: www.valentini.com.br In Furniture: www.emporiomineiro.com.br. In sports: www.alexdias.com, www.evair.com.br, www.cleber4.com.br, www.lucioflavio.com.br, www.maurilio.com.br and www.assessoriafutebol.com.br

Curitiba - Paraná - Brasil

<http://www.jota.com.br>

Designers

BULL MARKET

mary ellen marketing

Ideas. Problem solving or actual product placement or info on competition.
Home offices of retailers or manufacturers (Wangler Jeans)

Wonder how their displays look in the stores; what is featured. Is it neat? etc. I have written a booklet on displays. Small and mass retailers and city library branches want to know how to display product when the wrong displays are sent, wrong product or wrong amount of product is sent, signing is missing. Or they don't have time to focus on end-cap, check out, or action alley displays. How to make it shoppable. how to make customer Stop. Is it better than their competition, does it have ability to catch shopper's eye. can I do it myself. find someone near them to do it. or can I coach their department managers.? Yes, I can. Can I think of a promotion for radio, retail, print, store event? Yes I can. Can I audit other peoples' displays. Yes.

Clients

Walmart, Kmart, Pamida, Walgreens, Borders Books, Ben Franklin, 20 Century Fox, Paramount Pictures, Revlon, Sony Pictures, Sony cd's, A center for health and healing. Main and branch Libraries needed book displays. Restaurants needed new ideas for successful restaurants. Small retailers and large, mass merchandisers need retail displays with punch, signing. and sales. Often need me to put the actual product on the shelves.

Des Moines

keefeSwansons@worldnet.att.net

IA

Designers

BULL MARKET

MityMo Design

Let's face it, not everyone is a web mastermind or graphic guru. That's where MityMo Design comes in – to give clients a “mighty” boost to their marketing project, web sites and other graphic needs. From postcards to comprehensive web development, MityMo Design will make it pop!

Take comfort knowing that MityMo Design will help you put your best foot forward while you can focus on what you do best – running your business and we will do what we do best. Let us handle it, so you can keep both eyes on your bottom line.

So when you're ready for that website redesign you've been talking about in weekly meetings, or you know you need to get a brochure together for that new product line, let MityMo Design help take you to the next level.

Clients

Quality Boats, Inc.; Grady Bridgen, Inc.; Century 21; Keller Williams; Eckerd College; Precision Litho Service; Leadership Development Institute; Institute for Fisheries Management and Coastal Communities Development (Demark); Relationship Dynamics Consulting.

St, Petersburg, Florida

<http://www.mitymo.com>

Designers

BULL MARKET

NET500.CG

Design comes from ideas.

Ideas emerge from vision.

Vision springs from knowledge.

Knowledge builds through experience.

Experience grows over time by design.

NET500.CG brings 30-plus years of immersive development in a design philosophy that provides exceptional solutions.

Clients

Purdue University, Dept. of Basic Medical Science, Purdue University, Lafayette Center for Medical Education, Biomedical-sciences Immersive Multimedia Research Consortium, United Church of God-Indianapolis, IN, Dan Small Outdoors, Dave Richey Outdoors, Arthur O'fieldstream's OUTDOORJOURNAL, OAK Digital Gallery & Journal

West Lafayette, IN

<http://www.net500.com>

Designers

BULL MARKET

no|inc

We're novelists in an industry full of typists.

We plan, design, and produce innovative and effective interactive communications. That's it. But we do it better than anyone around. Just ask Berlin Cameron Red Cell (2003 Adweek and Adage Advertising Agency of the Year). We are their strategic partner for interactive.

no|inc clients are a confident breed. They are like us. They know what they know and trust those who complement their knowledge bases. They aren't happy with simply "getting it done" or "making it work." They want to make a mark...a difference. They don't manage risk, they take them. And they are more afraid of mediocrity than failure.

Clients

Our clients: Johns Hopkins University Center for Technology in Education, The Rouse Company, Sarah Lawrence College, Smithsonian Institution.

Through our partnership with Berlin Cameron Red Cell: The Coca-Cola Company, Silk Soy Milk, Pfizer, New York Life, Walnut Acres.

<http://www.no|inc.com>

Baltimore
MD

Designers

BULL MARKET

One & Co

Though the combination of business and creativity, art and science, intelligence and beauty, we are able to architect products that deliver on the promise and exceed expectations. Fundamental to this goal, is a commitment to build an environment that allows us work closely with our clients and bring the highest level of creative talent, and an unmatched attention to detail to every engagement.

Clients

Microsoft, Nike, Motorola, Dell, PalmOne, Plantronics, K2

San Francisco

<http://www.oneandco.com>

Designers

BULL MARKET

option-g visual communication

We take a unique approach to every project which propels our clients product, through great design, to maximize the product potential. Our award winning and trendsetting design is wide spread throughout popular culture as well as being deeply embedded within the underground art and music scene.

Clients

Interscope Records, Capitol Records, House of Blues, Lakeshore Entertainment, Phillips/Magnavox, Virgin Records, Warner Brothers, Toyota/Scion, Universal Music Group

Los Angeles, CA

<http://www.option-g.com>

Designers

BULL MARKET

Patroids Creative Works

[CaseFile: Q0803-0428]

A government agency faces the challenge of blue collar workers lagging behind in the digital divide. How can this divide be narrowed when info-communications is so distant from the daily lives of these workers who neither own nor have access to computers?

[CaseFile: Q0304-0668]

A convenience store chain faces competition from Mega-Marts and Hyper-Malls, and risks being irrelevant to the ever growing demands of consumers. How can the simple convenience stores with limited offerings and non-competitive prices remain appealing to its consumers?

[01321 - Patroids Creative Works]

These are the challenges Patroids solve. We harness market research, creativity and technology to generate solutions specific to each client's needs. If you are curious about how interactive marketing and creative designs can help you, or what 01321 means, contact us today.

Clients

Procter & Gamble Far East (Japan) Inc, Hewlett Parkett (Singapore), Sony Computer Entertainment Hong Kong, Sony Pictures Entertainment Networks Asia (for AXN Asia and Animax Asia), Singapore Tourism Board

Singapore

<http://www.patroids.com>

Designers

BULL MARKET

Perennial Inc.

Perennial is the leading strategic retail creative company in North America. We assist our Clients in transforming their businesses into more powerful, 'seamless' customer experiences that make more money. We have the widest array of specialist disciplines collaborating on strategy, visual identity, retail architecture, store design, packaging, retail communications, web & multimedia, merchandising display, product development and execution management.

Our work generates EXTRAORDINARY results.

Clients

Loblaw Companies, Sleeman Brewery, Shaw's Supermarkets, Canadian Tire, Weston Bakeries, Proctor and Gamble, President's Choice, President's Choice Financial, 1 Litre Water Company, Bank of Montreal, Mattel, Canada Post, Royal Ontario Museum, Irving Companies, Globe Electric

Toronto, Montreal, Niagara

<http://www.perennialinc.com>

Designers

BULL MARKET

R.BIRD

PROCEDE® is our unique method for exploring creative strategies and greater possibilities. We make observations about how the customer chooses and uses a product or service. New areas of opportunity are discovered as we build a greater picture of needs and desires. This rich context yields an expanded group of informed, innovative and actionable solutions that pointedly address the problem... every time.

R.BIRD plays a vital and strategic role in the life cycle of domestic and global brands. We discover creative strategies and build visual assets on which the marketplace success of consumer products and corporate services depend and \$billions ride. Our experience is more than 7000 programs for more than 250 clients and brands.

Clients

Our clients are Fortune 500 product and service companies, both national and international.

<http://www.rbird.com>

White Plains
NY

Designers

BULL MARKET

RC Design

RC Design is a full-service, strategy-oriented print and web design firm offering unique, effective solutions for all of your company's marketing needs. From strategy development to exceptionally high-quality finished product, we can assist you every step of the way to creating effective marketing for your organization.

We are strategic in our approach and don't do 'pretty pictures' design - although our creative work is award-winning. Design and marketing must be strategic to be effective and we assist companies in getting positive results and creating a positive investment out of their marketing expenditures.

Clients

Business Objects, EBS Benefits, Crystal Ventures, The Steele Foundation, Subway

Walnut Creek
CA

<http://www.rc-design.net>

Designers

BULL MARKET

Right Brain Technologies

WE MAKE THINGS HAPPEN! At Right Brain Technologies we are more concerned with fame than fortune. It's our job to provide Graphic and Web Design solutions that are unique, affordable and catered to our customers. We take all the information provided to us by our customers, interpret it, and come up with a solution to the problem that will create the biggest IMPACT. Nothing is prepackaged and everything is original.

Clients

Operation Gratitude, Idea Society, Battelle Memorial Institute, RareAir International, Annapolis First Mortgage, Kinkos

<http://www.rightbraintech.com>

Bel Air
MD

Designers

BULL MARKET

Rushton Phillips Collaborations

Successful branding is more than good design. Successful branding is consistent in its communication with the consumer.

Rushton Phillips Collaborations provides a creative perspective to a business approach, developing and executing communication strategies that pay off in the marketplace and in the organization.

Clients

Rushton Phillips Collaborations provides brand development, design and photography to clients looking to market a product, service or professional talent.

Select clients include:

General Motors Canada, JTI-MacDonald Corporation and the Toronto Maple Leafs

<http://www.rushtonphillips.com>

Toronto
CA

Designers

BULL MARKET

Stafford Street LLC

Stafford Street is a design shop located in downtown Franklin, Tenn. and has been developing awesome, no innovative, design and development solutions for large & small corporations since 1999.

Our services include: website design, interface design, custom programming, interactive cd-roms, intranet applications, content management solutions, stationary design, business card design, posters, catalogues, and when asked nicely logo design.

Clients

Our diverse client list includes Bridgestone / Firestone North America, Thomas Nelson Publishers, Vanderbilt University, Girls of Grace Conferences, Wrapture Cigars, oh and The Nashville CropWalk.

<http://www.staffordstreet.com>

Franklin
TN

Designers

BULL MARKET

Stuart Hughes Design

Our clients depend on us for exceptional design (graphic, logo, web) and reliable, honest customer service. We focus on helping our clients stand out from their competition. At SHD we believe that most of the time the most simple solution is the best solution.

Clients

USLED, Medac, Inc., CustomSpecialties, Inc., RNStat, GOSports Therapy, AgileMind

<http://www.shdweb.com>

Webb City
MO

Designers

BULL MARKET

terrada/raul renanda

New Concept of Design and Image Consulting. Forget what you know about any design firm, this one is different. A pool of multi talented people with one common goal fuse into a consulting firm that will set a new standard and focus on more defining objective; helping our clients to reach their goals.

Each project is carefully developed from many angles, there's no such simple and easy one, and every project must have soul and complexity to deal with. Finding solution through design is our main task, and with lots of brains put into the projects, the result will be astonishing and applicable at the same time.

A comprehensive 'one design solution' is our answer for your demanding needs, without being simplistic and taking short cuts, our team of experts will look into fine details within your budget and time.

Be different, but not outrageous.

Clients

PH3 Property Australia, Javana Spa Indonesia, Beebimbab Restaurant, Azra Hospital, A/L Development

<http://www.terradaflash.com>

jakarta
indonesia

Designers

BULL MARKET

The Design Conspiracy

The Design Conspiracy is a new type of creative company. Often described in the press as Media Neutral, we just call it good ideas.

We Create Intrigue And Provoke Reaction. This is because we believe in the future brands will be known by what they stand for ~ not for what they do. Creating Intrigue allows you to cut through the rest of the crap that's out there, Provoking Reaction can mean increased sales, changing perceptions or simplifying the complex.

The perfect demonstration of this is the award winning
<http://www.whatbrandareyou.com>

Clients

On purpose, we do not concentrate on any one sector. Therefore clients range from: Compass Group, Royal Mail, Konami, Shell, Warner Bros and British RedCross.

<http://www.thedesignconspiracy.com>

London
UK

Designers

BULL MARKET

tribal scenery

We design and build sets for commercials. Our clients need us because we make them look good. they come to us with a concept - we turn that concept into a finished set that is beyond what they had ever imagined.

Our clients need us because we have thier best interests at heart. they are in the limelight and get the credit. this is fine by us because if they look good, then we look good and we will be hired again in the future.

Our clients need us because they know they have suport 24/7. this is not offered elsewhere.

Our clients need us - they know we are the best in the business!

Clients

joe pytka (director), michael bay(director), tom foden (production designer), nigel phelps (production designer, kells jesse (production designer) - this is a partial list

orlaasawa@earthlink.net

Burbank
CA

Designers

BULL MARKET

Tribe Design

We help companies identify ways that set them apart from the competition in a unique way that actually means something to their target market. If there is no differentiation that stands up to a VIRO analysis we make suggestions for innovation. Then we use our "Brand Building by Design" process to help them re-launch their brand.

Clients

Large Fortune 20 firms such as Shell, Halliburton, Cardinal Health as well as small business (<\$20 million) that need to differentiate themselves in a Purple Cow way. Advent Global Solutions, SAT Corporation, Clinic Station, Marc Climatic Controls, Inc.

Houston, TX

<http://www.tribedesign.com>

Designers

BULL MARKET

Upstart Associates

Upstart Associates provides tactical support for your business' Sales and Marketing with our expertise in graphic design, marketing, database-driven projects and internet technologies like ColdFusion.

Our wide range of expertise and our unique tool, The Pointt, which allows us to rapidly develop information-based marketing projects.

Plus we're snappy dressers.

Clients

TecniGlas, A. Holliday & Company, CPC Healthcare

<http://www.upstartx.com>

Toronto
ON

Designers

BULL MARKET

Urlbuilders

Our clients need us because we are a firm that knows that it is important to be able take a project from concept to product in a systematically manner.

Web designers are everywhere but clients seek our services because we just don't design their web site, put links on it and color and leave - we want to be able to represent the business on the web as well as it represents itself to its' clients currently. Our objective is to ensure that the web site is accessible to the clients that it is intended for and that the message and emotion is felt at first contact with the website.

Moreover, our clients come to realize that our product is unique because they are made part of the project from start to finish. Our projects are communicated every step of the way with our clients so the client knows what they are getting through every phase of the realization of the website. These are the reasons why our clients need us.

Clients

Our representative clients are RebuildingTogetherPeninsula.org and FodaCatering.com.

Burlingame, CA

<http://www.urlbuilders.com>

Designers

BULL MARKET

Visual Identity Studio

Visual Identity Studio began in the summer of 2001, shortly after I graduated from Rhode Island School of Design. I was in the process of interviewing for jobs when September 11th happened and hiring was put on hold for many companies, so I began freelancing. As time progressed I discovered Visual Identity Studio was in the perfect place to help other small businesses and startups get going. Offering great design at a reasonable cost, our goal is to allow the client to participate by offering opinions at each stage. We try to create flat fee structures for projects to allow you to concentrate on getting the right look for your company not on hours adding up. Most clients choose Visual Identity Studio for our systematic approach to web sites the clients can update themselves and identity structures which can be manipulated for various materials. Because we are a small business we understand why small business owners need to be self sufficient and will accomodate.

Clients

Fusion Concepts, Defiance Sail Charters, Learning Challenge Publishing, Tirnanog Childcare, Mass Audubon, Audubon of RI, Market Basket, IBS Foods

Boston
MA

<http://www.visualidentitystudio.com>

Designers

BULL MARKET

Water Design Studio

We love to see you succeed. That's why we're designers. By focusing on your company values, your messaging takes on a new impact. Your perfect customers will seek you out when they hear the truth about what your company stands for. Behind every successful company is a clear message. No matter how remarkable your product or service, you need a voice that speaks to your market.

Our combination of graphic design and marketing has created a new values-based branding approach. Your marketing, branding, advertising, collateral, illustration, website design, direct mail, packaging and publication designs should all send the same message—what makes you special. Water Design Studio helps you find a voice which resonates, a message with meaning, and a design strategy that yields results.

Clients

We love what we do, and it shows. We partner with really great people and really great companies, like HP, Segway HT America, CB Richard Ellis, Aesbus Knowledge Solutions, Discover Guide Publishing, Rogers and Marshall Productions, itchy-dog.com and Mentor Corporation to name a few.

<http://www.waterdesignstudio.com>

Designers

BULL MARKET

Juicebox Designs

I have 16 years of experience in graphic design, doing everything from Logos and Corporate Identity programs, to Product packaging, audio and video packaging, brochures, catalogs, annual reports, just about anything that can be printed. I have won numerous local, and regional awards and have been featured in several Graphic Design annuals.

Clients

Curb Records, Lifeway Christian Resources, Thomas Nelson Inc., Salem Publishing, Zondervan

Nashville Tennessee

<http://www.juiceboxdesigns.com>

Designers, Logo Designer, Packaging Guru

BULL MARKET

Doberman

Organisations all over the world are increasingly turning to digital interfaces and services to enhance their way of doing business and enhance their relationships with clients, partners, employees and other stakeholders. These digital services are doors into the organisations.

Doberman helps organisations create a digital presence with a multitude of services. They succeed because we spend a lot of our focus on getting buy-in from and engaging the people in the organisation that the services connect to. We are digital interface consultants with a passion for great craftsmanship in the areas of design and technology and great project design with workshops and collaborative methods.

Clients

Vodafone, Volvo Constructuion Equipment, Save the Children, Panasonic, The Swedish Postal Service.

Sweden

<http://www.doberman.se>

Digital interface consultants

BULL MARKET

Cybecom

Cybercom specialise in the development and implementation of integrated digital marketing strategies. We utilise a 'warchest' of digital marketing channels & vehicles to achieve our Clients objectives including Search Marketing, eMail Marketing, Mobile Marketing, Affiliate Marketing, Internet Advertising, Viral Marketing, Online Media Relations and Online Reputation Management.

Clients

Diageo (Baileys, Budweiser, Malibu, Archers)

Vodafone, Glaxo Smithkline (Lucozade, Lucozade Sport), Danone, Statoil, MBNA, GE Capital, eircom, Jurys Doyle.

<http://www.cybercom.ie>

Irishtown

Dublin 4

Digital Marketing Agency

BULL MARKET

Preloaded

Preloaded was founded on cusp of the digital bubble bursting, we all quit our jobs at advertising and full service new media agencies to try doing things differently. A bad time to start? Not at all. Most clients suffered from burnt fingers during the boom – after all the clients weren't always the ones gaining from the industry's success. The digital business needed a shake up, and it was a long time coming. The change in climate meant we were able to build Preloaded in a more realistic and economically sensitive time. It meant that we could offer genuine value for money to our customers, and challenging solutions to our customers' audiences.

Clients

MTV, Coca-Cola and BBC to the likes of Hammer and Tongss.

Shoreditch, London

<http://www.preloaded.com>

Digital Media Consultants

BULL MARKET

Trone Public Relations

To bring new products out in a unique way, to remarket old products in a unique way.

Clients

QuickStep, Syngenta

<http://www.trone.com>

High Point
NC

Direct Marketing

BULL MARKET

Altman Dedicated Direct

Altman Dedicated Direct provides strategic marketing thinking and implementation management and support for e-commerce, catalog, continuity, infomercial and publishing marketers. We offer a combined 40+ years of expertise in a wide variety of media, working directly with veteran consultants who've been there "in the trenches".

We zero in on client challenges quickly to provide effective AND efficient solutions.

Services include business strategy development, new business research and assessment, customer acquisition and promotion planning, merchandising, customer relationship management, test and contact strategy and analysis, new and alternative media strategy and test development, and overall project management.

Clients

Current and past clients include: Integrity Global Marketing, Guthy-Renker, Reflect.com, PoolGear Plus, ProStrong Inc. and several entrepreneurs.

<http://www.AltmanDedicatedDirect.com/>

Rural Hall
NC

Direct Marketing Strategy

BULL MARKET

SDE, Inc.

There are many production companies, and media buyers that will gladly take your money and not produce winning results. We work closely with you to ensure the huge success you deserve on your campaign. Having published the sourcebook on the industry for 12 years with Adweek Magazine. We know this industry better than 98% out there.

Clients

Avon, Estee Lauder, Mattel, Total Gym

<http://www.drtvsecrets.com>

Los Angeles
CA

Direct Response Television Expert

BULL MARKET

Dream Development

Dream Development Advisory Services equips Dreamers to develop their Dreams. It offers a unique set of services through life and organizational coaching to nurture the potential of its clients. Clients progress from confusion to clarity as their dreams advance from idea to implementation. They complete the Dream Development experience with creative strategies and practical tools. Services range from Vision Clarification, Priority Planning, Life Planning, Career Planning, and Resource Management.

Clients are drawn to Dream Development because of a hunger to harness potential. They desire to live more fulfilling lives or lead dynamic organizations. The company meets organizations and individuals in a safe space of possibility where they are challenged to examine fears and limiting beliefs. They become "visioneers" equipped to live by design.

Clients

Dream Development, almost two years old, services an eclectic group of clients ranging from artists, celebrity entertainers, professionals in law and psychology, educators, ministries and small businesses.

<http://www.Developing-Dreams.com>

New York
NY

Dream Developer

BULL MARKET

EZezine.com

Publishers want their ezines delivered, on time, hassle free without spam accusations. They also want their lists managed while they sleep.

We seem to be the only ezine hosting company who has no problem saying no to spammers, thus able to guarantee delivery to subscribers. And, AOL and Hotmail actually like us.

We don't have clients, we have members. Most members are actively involved with our R&D team. So while we may be a company of 2, we really have a staff of 300 volunteering their time to keep our company evolving as the best service out there.

We work with our members to educate them on how to use their ezines as a tool to be part of a successful business environment.

Clients

CoachVille, LLC (50+ ezines), Rob Brezsney: Free Will Astrology, Scott Stratten: Un-Marketing.com, Julie Jordon Scott: 5 Passions, Steve Davis: Master Facilitator Journal

<http://www.ezeze.com>

Crestone
CO

E- Newsletter Hosting and Delivery

BULL MARKET

Lawton eMarketing

Lawton eMarketing is a top 5 eMarketing agency in the UK. Our clients include some of the most prevalent online companies, including EA games, 20th Century Fox, Nestle Purina, Celebrity Cruises, IBM and Hp.

Why do companies choose us? It's quite simple really, we 'get it' in fact everyone in our company 'gets it', from the marketers to the developers, from the creatives to the e-media planners – we have an innate understanding of e-marketing. In fact, we believe we understand it more than most; we understand the different dynamics of the digital channels; we understand the way audiences behaviour change online; we understand the most effective way to implement a data capture strategy, we understand the opportunities and issues presented by the condensed online customer lifecycle; we understand how to make sense of the powerful tracking opportunities.

This understanding ensures continued product and campaign innovation, which in turn provides a perfect platform from which our clients can launch their purple cow!

Clients

EA Games, Celebrity Cruises, IBM, Sky Sports, Nestle Purina, Ordnance Survey, HP, Paramount Pictures, Cisco Systems, 20th Century Fox.

Southampton, UK

www.lawtonemarketing.com

e-marketing agency

BULL MARKET

INTENSE Production + Post

Need next level? Get INTENSE. Next level editorial and interactive.

INTENSE has been called upon to create everything from show opens and product launches to instructional and recruitment videos. Tell us your requirements and we'll create new content or rework existing material to suit your specific needs.

We provide complete DVD services from architecture and menu design right through to compression, authoring and duplication. INTENSE has been delivering the DVD that's powered the Jaguar/Land Rover presence at the Canadian International Auto Show for the past two years.

With INTENSE, you will achieve your communication goals.

Clients

Jaguar Canada, Ford of Canada, Young & Rubicam, Wunderman, The Media Edge.

Toronto, ON Canada

<http://www.in10s.com>

Editorial and Interactive

BULL MARKET

B9D, Inc.

Client companies want their employees to think creatively and bring ideas forward yet often the environment doesn't support and reward multiple idea generation and off-the-wall thinking. Understanding and accepting failures on the road to the great discovery is a mindset that promotes discovery and ppurplecows.

B9D (Beyond 9 Dots) uses their trademarked 9 dot puzzle to get out of the box thinking.

Clients

Marsh, AMA, Edventions, Metamor

<http://www.b9d.com>

near Chicago
IL

educating for creativity

BULL MARKET

Productive Learning & Leisure

PL&L's experiential learning programs are based on the integral link between leisure, games, sports, recreation, travel and life. We have found that people approach business situations in much the same way they address sports or any "real life" challenge. We introduce skills and practices that generate extraordinary ways of relating and communicating. The facilitator uses these skills to focus on the key issues of the group, creating teams that have exceptionally positive ways of relating and collaborating with each other. This environment of extraordinary working relationships enhances group performance and promotes achievable long-lasting, profitable results. With high performance teams in place, companies gain a unique competitive advantage in today's marketplace.

Clients

Southern California Housing and Development Corporation, Red Mountain Retail Group, United Pacific Mortgage, John Laing Homes, Professional Builder Magazine's '2004 Builder of the Year'.

Capistrano Beach
CA

<http://www.productivelearning.com>

Educational

BULL MARKET

sarajalali.com

Elearning gets the message to the sales force, the distribution folks, and the customers, often through engagements such as games, simulations and scenarios. Sara Jalali has been creating award-winning, effective, and exciting elearning solutions for a wide variety of clients for the past 15 years.

Clients

Boy Scouts of America, Compaq, Los Alamos National Laboratory, San Jose Community College District, NYNEX, IBM, GTE, Plano Independent School District, Harcourt Publishing, Enventure Global Technology

Dallas, Texas

<http://www.sarajalali.com>

Elearning strategist/designer

BULL MARKET

Permission NZ Limited

We show marketers how to effectively manage the permission they have with their own email subscribers so they can produce email marketing their prospects and customers really WANT to receive.

We reveal trends of behaviour that had previously lay hidden in email tracking data, blend this with our knowledge and experience of effective messaging (while adding a dash of innovative technology on the way through) to all produce the best mutual return for both our customer and their subscriber.

Not rocket science, but it works.

Clients

EMANorthern Limited, Criterion Furniture, , Boise Office Supplies, Baycorp Advantage, Pumpkin Patch

Auckland, New Zealand

<http://www.permission.co.nz>

email marketing trend analyst

BULL MARKET

FranChoice

FranChoice is an Internet-based franchise referral network that offers free one-on-one assistance to entrepreneurs in finding franchise opportunities to enter the business ownership phase of their careers.

There are more than 5,000 different franchise concepts to choose from and more people than ever looking to own their own business following corporate layoffs.

Clients

People just like you: Ed Purcell, Art Sperling, Bethanie Clausen, Fred Cerbini, Kim Templin

AND THOUSANDS MORE THAT NOW RUN THEIR OWN BUSINESS EMPIRES!

<http://www.its-about-your-future.com>

Warrenton, Virginia
(and Over 70 Offices Nationwide)

Employee to Entrepreneur Transition

BULL MARKET

The Chase Group

From potato chips to silicon chips, The Chase Group successfully and seamlessly manages event marketing, production and logistics. The company's team and network of event and marketing professionals screams talent with a capital "T". Clients can expect zero-chaos in carrying out their idea, strategy and objectives. Or they can give us a blank canvas. However it starts, it ends with success.

The Chase Group manages more than 50 events a year across the globe.

We believe everyone wants to excel... The Chase Group helps you soar!

Clients

eBay, Microsoft, SEMICON, Applied Materials, California Restaurants Associations, IBM, National Manufacturers Association, London Book Faire, National Hardware Show, Italian Trade Commission, Miami International Boat Show, SuperShow, ICAST (Sportsfishing)

Campbell, CA

<http://www.chasemarketing.com>

Event Management

BULL MARKET

Outside the Box Events

There is no room left for mass marketing & trying to get your customers by ADVERTISING TO them! You must think OUTSIDE THE BOX and that is ALL we do! WE MAKE ANYTHING POSSIBLE and have done amazing events that bring our clients customers more business than they ever dreamed of. And even though we think Outside the Box we understand that sometimes that now means "back to basics" - relationship building & getting to those innovators! When you think OUTSIDE THE BOX

We are "full service" event planners. When you hire us to take on an event, you are getting the "outside the box" brainstorming that outlines what the event will be. From there we handle all the details of that particular event - invitations, catering, advertising, decor, props, production, lighting, sound - spaceships - whatever your party needs!

Clients

San Antonio Spurs, Advanced Medical Imaging, Bexar County Community Health Collaborative, NBA Champion Avery Johnson, Host Communications, Franklin Development, ProDance, EligiBALL...

San Antonio
TX

<http://www.outsidetheboxevents.com>

Event Planners

BULL MARKET

THREE POiNTS

THREE POiNTS, a full-service event production company designs and executes interactive events, sales meetings, product launches and corporate parties. Each event is uniquely built and fashioned around the clients' needs and specific objectives. Concept integration, venue scouting, caterer selection, decor/set design, entertainment, graphic design, audio/visual production and budget development are just some of the services we provide to ensure desired results.

We research and conceptualize each event from start to finish, utilizing premier talent and distinctive creativity to reach audiences with lasting impact. Each event requires detailed planning, efficient use of resources, coordinating logistics and event follow-up. And just an FYI...events are not your job; they're ours.

Clients

Fortune 500 Companies

<http://www.threepoints.biz>

New York

New York

Event Production Company

BULL MARKET

www.redbutton.tv

The DIGITAL EVENT EXPERIENCE turns any Event into an "Experience" which Energizes and Excites the Event as it occurs and then Extends all the messaging, branding, and fun, long after the event concludes.

1. Professional Digital Photography
2. Computer Savvy
3. Web Dominance
4. Fulfillment
5. Industry Knowledge

Clients

Current Clients and Events include, GE, Morgan Stanley, Manulife Financial, EDS, Budweiser, Cisco, ExxonMobil, Toyota, Carlson Marketing, WAMU, the Olympics, and the PGA to name a few.

<http://www.redbutton.tv>

Dallas
Texas

Events and Incentives

BULL MARKET

Direct Outcomes

All of our work looks at transforming products into services and services into experiences. This is truly the way to create great value for companies and it is why we always make money for our clients. Our work is based on Pine and Gilmore and Bernd Schmitt's work on the The Experience Economy and All Business is Show Business.

Clients

Childress & Zdeb Lawyers Ltd. Chicago Il, Valley City Manufacturing Inc.,
Shalom Village Long term care facility, McMaster University

Hamilton, Ontario, Canada

<http://www.directoutcomes.com>

Experiences

BULL MARKET

Matter

Companies have brands. People have experiences. Matter builds brand value in relevant, compelling products, services, and communications. Through contextual research (in homes, offices, stores, etc.) we understand your customers' experiences. Through excellent design, we make those experiences better.

Matter analyzes experiences holistically – looking within and across channels at interface, product, process, communications, and environment – to develop a complete picture of an experience. Within this framework, we help our clients prioritize and focus their efforts, making their offering relevant to what people really want, need, and use in their daily lives.

Clients

UPS, Cingular Wireless, The Well Project, SI Flooring

<http://www.matterco.com>

Atlanta
GA

Experiencists

BULL MARKET

Watabaran Organisation

For companies who need to strengthen their social responsibility profile and work for a sustainable development.

Watabaran is a cooperative enterprise owned by women and orphans in Nepal. We recycle paper and produce christmas cards and corporate gifts.

A solution to the christmas cards spam. By using our christmas cards companies can improve their ethical profile and send a unique handmade card that people really appreciate and remember.

Clients

EcoWin, RedCross, and several small companies

Kathmandu, Nepal

<http://www.watabaran.org>

Fair trade

BULL MARKET

FanBox Inc

We work with any company who need to make there customer loyals or a fan of therebrand.

- > Complete turnkey affinity or loyalty solution available; from design and creation to management and analysis (Know-how, software, creation) in all direct media (post, callcenter, email, Web, SMS,...)
- > Creation of programs that can bring additional revenues and profits for our clients
- > Complete security of your database with proven technology
- > Total flexibility in the design and improvements for any programs
- > Personalization of the program using a common thread and unique platform
- > Evolution of the program from a simple affinity or recognition offer to a full-fledged loyalty program

Clients

Bank, Professional sports team (Montreal Canadiens - NHL), Automobiles (Volks, Audi, Porsche), Artist, Retailers (Kids Club), direct marketing agency (Wunderman),...

<http://www.fanbox.net>

Longueuil
Quebec, Canada

Fanclub & loyalty program

BULL MARKET

CircleLending, Inc.

- We help clients to secure more affordable loan terms than banks.
- We help clients to secure more flexible loan terms than banks.
- Relying on loans from relatives and friends is sometimes the best financing option for small business owners. CircleLending makes it possible for private loans to work and helps clients to improve their credit rating by documenting and reporting the performance of these private loans if requested by clients. CircleLending makes it possible to make these loans work.

Our clients are typically small business owners and entrepreneurs who need family-and-friend financing to start up or to grow their businesses. CircleLending facilitates loans between relatives, friends, and other private parties. We provide loan documentation, customized repayment plans, and payment collection to ensure that loans are successful. Our company is quite unique in the financial services marketplace.

Clients

CircleLending has already helped over 150 small businesses secure financing since our service was launched in Fall 2001.

<http://www.circlelending.com>

Cambridge
MA

Financial Services

BULL MARKET

Agnew Moyer Smith Inc.

We create Foglifters to help businesses make important ideas vivid and easy to understand. How? We make messages visible. A foglifter, which can be a poster, pages, or a presentation—static or interactive—is an engaging way to explain complex products and services and allow people to say, "Oh, now I see what you mean."

Clients

BearingPoint, Caterpillar, Humana, McDonald's, Otis, Ovations, Steelcase

<http://foglifiers.amsite.com>

Pittsburgh
PA

Foglifter

BULL MARKET

Swinburne University FPR

As a research intensive organisation specialising in Entrepreneurship & Innovation, we've built an incredibly effective Strategic Foresight capability.

This capability enables our clients to more accurately discover areas of future opportunities as well as areas of future 'quicksand'. Many of our clients discover that their views may in fact be self limiting and we help them learn how to break the shackles that prevent them from succeeding in competitive environments.

Our Environmental Scanning acts as an 'advanced warning' system for clients to give them a massive head start on many of their competitors and to give senior managers extra time to prepare for changes in their operating environments.

Clients

Government agencies, Financial Sector businesses, Telecommunications Firms, Change Management consultants, Product Engineers and Strategic Planners, Marketing Agencies.

Australia

fpr@swin.edu.au

Foresight & Strategic Thinking

BULL MARKET

Fancy Fortune Cookies

Inventors of fortune cookies in flavors for business to business. Fun, powerful and fresh promotional idea. We customize fortune cookies in 17 different flavors and colors and put up to five of your own messages inside. Perfect for special events, tradeshow, conventions. Great to match corporate colors to cookie colors. Powerful branding tool. Fast turnaround, complete fulfillment, great packaging.

Clients

Oprah, Ozzy Osbourne, Academy Awards, Victoria Secret, W Hotels, Joan Rivers, Magic Johnson, Mister, Xerox, Rogers, Disney, L.L. Bean, Sysco, Marriott Hotels, American Airlines, Continental Airlines

<http://www.fancyfortunecookies.com>

Indianapolis
IN

Fortune Cookie Manufacturer

BULL MARKET

Scooter, Ink.

Clients are looking for unique ways to grab a potential customer's attention. I have an extensive background in print and marketing that helps me understand this side of this business. The bottom line is that the client is trying to move product and services. My cartoons provide a unique way to grab attention and appropriately use humor to get the message across. How do I know it has impact? I have created my own personal Christmas cards for the past 15 years that I send to clients, family and friends (see Seth's blog on Jan. 04, 2004 regarding Christmas card spam - "Why aren't Christmas cards unique anymore?"Mineare!).

This unique approach separates my cards from the 150 others that each individual receives every year. People have said things like, "We look forward to it every year", "I keep them", "No one else I know does this". What if your client was saying this about your product or service? What if they kept the promotion in view (or better yet, placed an order) because it was humorous and well done. Sounds valuable to me.

Clients

Northwestern Mutual Financial Network, Cuesta Rey Cigars, Training and Development Solutions (Sandler Sales Institute), Blueridge Barbecue

Kernersville, NC

<http://www.scooterink.com>

Freelance Cartoonist

BULL MARKET

Liberty Publishing Group

If you have great concepts, but either have no skill in writing, or have no time to write, I can transform your ideas and concepts into books — moving your material from "between their ears" to "between the covers of a book" and into reader's hands.

Clients

Ghostwriting: Speakers, consultants, trainers and celebrities — but if I told you who I ghosted for, I'd have to shoot you!

bil@holtonconsulting.com

Raleigh
NC

Ghostwriting & Partner Publishing

BULL MARKET

The Rebel Organization

The Rebel Organization, Inc. is an 'off-line' viral marketing and promotion company that specializes in connecting brands to the progressive youth culture. Using grassroots platforms that range from street teams and event production to art shows, film screenings and promotional music CDs—the Rebel Organization is a full-service lifestyle marketing partner that helps companies make a 'real' impact in the underground sub-culture of today's youth.

Clients

Scion.

jl@urb.com

Los Angeles
CA

Grass-roots marketing agency

BULL MARKET

STS Development

With inborn understanding of technology, no-time learning curve, top-view approach, PM-like philosophy and extremely wide experience, I am good at starting things difficult to start otherwise. Is it technology, art, communications, branding or just adding something new, I do it in a deeply humanistic yet business-compliant way.

Clients

Deloitte&Touche, Young&Rubicam, Radio Zet (Poland's top FM), Wunderman Poland (Ford, Volvo), Rapp Collins (TP S.A. - Poland's national telecom), Tech Data Poland (3Com, HP, Symantec, Canon).

contact@stsdev.com.pl

Warsaw
Poland

human-to-technology interfacing

BULL MARKET

LiGHT - the power of ideas.

LiGHT delivers the power of ideas. Ideas that move products, services and whole organizations. Ideas that create breakthrough solutions and first-to-market innovations. Ideas that impact business strategies.

At LiGHT we've built an innovation powerhouse, transforming products, systems and cultures for leading organizations across North America. LiGHT delivers...the power of ideas.

Clients

Fritz Belgium Dipping Fries, Holiday Inn On King, I Spa - salon, studio, spa for teens & young women, Hockley Valley Resort, Apotex, Delta Toronto, Skjodt-Barrett Foods, Gardenia Tile, Bridge Staffing, Bernardino's Gourmet Foods, Alcon, Canadian Technology Transfer Fund, Toronto Children's Breakfast Club (pro-bono)

<http://www.theidea.ca>

Toronto
Ontario

idea company

BULL MARKET

Ohdeas Inc.

We formed Ohdeas Inc. because as our motto says "If you never go off on a tangent, you will keep going in circles." Ohdeas Inc. thinks and creates by drawing relationships from seemingly unrelated things or occurrences. We can quickly grasp concepts and relate them to past experience, scientific laws or things that have not been developed. We are creators of the possible. We are the harnessors of potential. We are passionate about ideas and implementation. Through rapid implementation we learn more so that we can create even more powerful ideas. We do this all while staying true to our values - honor, passion, agility and leadership. We believe that there are always better solutions to be manifested!

Clients

<http://www.Ohdeas.com>

Flossmoor
IL

Idea to Implementation

BULL MARKET

studio signorella

Creativity on demand!

Signorella's special skill is helping new businesses express their unique personality (when they don't even know what that is!) The firm applies humor, good design sense, and professional discipline to marketing problems, going well beyond what one might consider the boundaries of "design."

When you need both—fresh and strategic design (with heart), give us a call.

Clients

Not-for-profits: United Nations Development Programme, World Wildlife Fund, Global Greengrants Fund, Lemon Sponge Cake Contemporary Ballet Company

Services: Airshow Mastering, Inc., D&K Printing, Inc., Naropa University

Products: Babolat Vs, Schacht Spindle Company, Bookcliff Vineyards

<http://www.studiosignorella.com>

Boulder
CO

Idea-based Design

BULL MARKET

Marshall Strategy, Inc.

As one of the world's leading strategy firms, we create clarity about who clients are and what their brands stand for. With clearer identities, clients are able to differentiate their service, command a premium, and get more value from their communications investments (e.g. marketing, PR, IR, advertising).

We help clients increase the value of their brands through meaningful expression and coherent systems, using a variety of tools including research, strategy, positioning, messaging, naming and design.

We are a privately funded, entrepreneurial agency staffed with senior people who have a lifetime of successful experiences to draw from. Our approach is a combination of strategy, high-level expertise and team-building, working with a wide range of experts, and assembling a customized team of best-in-class consultants for every project. In an era of big agency networks and conglomerates, Marshall Strategy stands out.

Clients

Boeing, Yahoo!, Symantec, Walt Disney, GE, Oracle, AutoNation, ABM Industries, Dell, Time Warner, Caterpillar, Adobe, CNET, Duke Energy, Shell Oil.

San Francisco
CA

<http://www.marshallstrategy.com>

Identity Consultants (& Naming too)

BULL MARKET

Index Stock Imagery, Inc.

We aggregate images, add value to them, and use them to generate revenue for our artists and save money for our clients.

Few artists have enough images that cover a wide enough range of subjects, to set up their own image licensing business. Plus, artists don't want to spend their time on the phone or on their computers, arguing about licenses or collecting bills! They want to spend their time instead, making great new images and spending all the money we make for them on cameras, props, and models!

Clients

We have licensed images to more than 100,000 of customers so far.

<http://www.indexstock.com>

NY
NY

Image management

BULL MARKET

Bravanta

Bravanta provides the easiest, most effective incentive and recognition programs by being nimble, providing a compelling award selection, world-class program design, and results-driven analytics. Bravanta's technology-powered programs incent the extraordinary and recognize the result. We unleash the power of people and enable leaders to accelerate profit growth and drive people performance.

We implement behavior-changing programs that align everyone behind corporate goals and strategies and translate those goals into individual, actionable behaviors. We deliver awards that inspire and reward the performances that fuel the achievement of those goals. We delight our clients through our flawless execution and innovative approach. We've built killer technology and performance infrastructures that surpass industry standards and we keep our edge sharp through the relentless pursuit of innovation, quality and accountability.

Clients

Agilent Technologies, Allstate Insurance, American Express, British Airways, Charles Schwab, ChevronTexaco, CP Ships, Entergy-Koch, Ericsson, Gap, Gateway, Hewitt & Associates, Intuit, JPMorgan, Levi Strauss, Liberty Mutual Insurance, L'Oreal USA, Mastercard, Mentor Graphics, Merck, Morgan Stanley Dean Witter, Nextel, North Coast Electric, Northwest Airlines, PDI, Pepsi-Cola, Peregrine Systems, Sheraton Hotels, Stanford University, The St. Paul, US Marine/Bayliner, Verizon Wireless, and dozens of others.

South San Francisco
CA

<http://www.Bravanta.com>

Incentives and recognition

BULL MARKET

Tilyard Consulting

I was astounded to debut this work in a noted PR firm and to find that of 20 employees, only 2 thought of themselves as "creative."!

When asked to be more creative or innovative, I've found that employees feel stressed and less able to generate new ideas. That's because we've been taught that "creative" means wacky or way out....not "being who I am at my best."

My work is about teaching clients to believe in themselves and to find their own life changing creativity.

Clients

18 years of executive coaching, organizational development, and strategic planning.

Accuvision, High Museum of Art, NIH, NASA, The Freedom Forum, Nextel, and the Swedish Institute of Management.

Greensboro, NC

mtilyard@aol.com

Individual/organizational development

BULL MARKET

Ammo Marketing

While a plethora of agencies are claiming to be experts in “buzz” and “underground” marketing, Ammo has built a research-based, results-oriented, long-term focused Influencer Marketing practice.

Ammo’s Influencer Marketing practice has proven extremely successful in changing attitudes and improving the brand experience among key Influencers and their circles of friends, and in consequently increasing sales for our clients. Our approach is centered on the belief that the most effective marketing does three things:

- o Goes where the target lives, works and plays and becomes a part of their life
- o Builds on fundamental truths about the brand, product or company
- o Causes word-of-mouth buzz by connecting on a one-on-one basis with Peer Influencers

Clients

Miller Brewing Company, Earthlink, Unilever Best Foods, Unilever Home and Personal Care, Levis, Earthlink, Pepsi, Method Home.

San Francisco
CA

<http://www.ammomarketing.com>

Influencer and Experiential Marketing

BULL MARKET

InnovationLabs, LLC

Accelerating the time to value!

Virtually everything in today's business world is accomplished through collaboration. InnovationLabs are masters at designing and facilitating a collaborative process that allows groups (of just about any size) to accomplish months to years of work in a matter of days.

We have two decades of experience in high performance collaboration, bringing forth the best from any group of people. We bring proven methods, tools, and frameworks in the critical space where people and ideas come together, where creativity, understanding, and sound decisions are vital to success. We help you create, collaborate, innovate, and solve tough problems in a fraction of the time.

Clients

Our clients include Fortune 500, Government, Not-for-Profit, Education, Small Business, and Start-ups.

California, Florida, France, and India

<http://www.innovationlabs.com>

Innovation

BULL MARKET

CoKnowledge, Inc.

Our company operates with the philosophy that all successful innovation is based on reinvention of what has met consumer needs but has or is becoming obsolete. We have a proprietary and now proven process called Franchise Reivention that allows a team to develop an innovation which leverages the skills, assets and strengths of the organization. Something only the organization can know!

Assistance, guidance and motivation with the application of tools and skills which can lead to innovation. Specifically, we work with clients on the need to and the process for reinventing their business or brand.

Clients

AT&T; Bayer; Bacardi Imports; Brunswick Corporation; Cadbury Beverages, Europe; Chiquita Brands; Cypress Investment Group; Colgate-Palmolive; Diageo; Florsheim Shoe Company; Miller Brewing; IBM; MarineMax; MasterCard International; MECASoftware; Lever Brothers; MCI; Johnson & Johnson; Procter & Gamble; Ralston-Purina; Redmond Products; Neutrogena; Saab Cars USA; Tropicana, and Tupperware.

Fairfield
CT

<http://www.coknowledge.com>

Innovation Coach

BULL MARKET

bizzmind Peru

When they need to reinvent themselves, or his core business needs a new wind

Clients

wong, banco de credito de bolivia, pfizer, orghanon

Lima, Peru

cepol@hotmail.com

innovation consultant

BULL MARKET

Patents & More, Inc.

We help clients navigate their way from idea to success in the marketplace.

We meet clients at a time and place convenient for them, outline their options and select the best path for their situation. We make good ideas better; we get maximum protection for those ideas; we help innovators profit from their ideas.

Patents & More is your trusted guide through the innovation jungle.

Clients

Individual inventors and start-up companies with innovations that need intellectual property protection as well as a roadmap to market success.

<http://www.patentsandmore.com>

Atlanta
GA

Innovation Development

BULL MARKET

B-SMART Systems

Marketing is like pinball. The longer you keep the ball in play, the more points you collect. The key is to gain share of mind with compelling marketing that builds lasting relationships with clients and prospects. We show clients how to do this with practical training in Mind Mapping and Guerrilla Marketing.

I publish two free monthly newsletters: Mind Mapping STRATEGIES and Guerrilla Marketing GENIUS. Conducting presentations, seminars, and training in English or Japanese, the focus is on exercises for whole brain thinking, creative problem solving, and innovative marketing.

Clients

Based in Tokyo, B-SMART Systems works with Japanese and multinational corporations doing business in Japan and ASEAN countries. Clients cross industry lines, and seek innovative thinking to enhance marketing, communications, and project management.

Typical client comments are listed in testimonials at:
<http://gmarketing-genius.com/testimonials.cfm>

<http://www.b-smart.net>

Tokyo
Japan

Innovative thinking tools and training

BULL MARKET

Kabala Portfolio Design

KPD is a synthesis of an unusual combination of skillsets: Award-winning art, literate, engaging and pragmatic writing, SOTA computer skills, and real-world business and workplace learning experience.

Clients

<http://www.jpkabala.com>

Tampa Bay
FL

Instructional Designer

BULL MARKET

SparkSource, Inc.

SparkSource is what happens when you smash together a really hot high tech PR firm (comprised of very senior PR people, most with client and agency experience) with the best high tech marketing department you can find. What you get is an agency designed to solve problems. When clients say they have lead generation issues, we address that with innovative lead generation programs. Most other PR agencies have a limited scope — AR, PR, media relations, awards and speaking opportunities. How does a speaking engagement directly address that lead gen problem?

Clients

Applix, Arbor Networks, Authoria, Blue Cross/Blue Shield of Massachusetts, BPM Partners, Callisto, Chantry Networks, Ciena, Crossbeam, Datastream, FAST, InQuest, LiveVault, The Monitor Group, mValent, Nucleus Research, OAT Systems, Pantero, PeerDirect, Progress Software, Proofpoint

<http://www.sparksource.com>

Lexington
MA

Integrated Marketing and Public Relations

BULL MARKET

Morris Creative Group LLC

Morris Creative Group LLC is a marketing, branding and corporate communications firm that works with companies that want to increase their business by delivering the right message at the right time to the right people.

We do this using the tools of graphic design, advertising, the internet, radio, television, and multimedia. We do this by trying to listen more than we speak. We do this by establishing long-term partnerships — even friendships — with those we have the privilege of serving.

We're translators — taking the intangible qualities of your business and packaging those in new ways so that people understand what you're about. We believe that ideas and knowledge are the most valuable commodities of the new economy and of the future. We understand how to articulate those ideas in unique ways to make a lasting impression on your target audience, amidst an increasingly cluttered sea of information.

Clients

Our clients are typically B2B companies looking for ways to do more with less.

<http://www.morriscreative.com>

Knoxville
TN

Integrated Marketing Communications Firm

BULL MARKET

The Jackson Group

We automate the marketing execution process, making it easier for marketers and sales teams to get their message to their audiences faster and more efficient than ever before.

Simply put, we house everything a marketer needs to execute a program or campaign under one roof—commercial printing, mailing, fulfillment, customer call center, database development and data management, internet, strategy and creative services.

Best of all, we've integrated these services into online tools that organizations can use to create and manage—from any computer connection anywhere in the world—the execution of marketing programs to both acquire and retain customers.

Clients

Caterpillar, Cummins Engine, Cargill AgHorizons, Ingersoll-Rand, Dow Agro-Sciences, Green Bay Packers, Minnesota Vikings

Indianapolis, IN

<http://www.jacksonsgroup.com>

Integrated marketing execution

BULL MARKET

ForgeFX

We are experts in developing web based interactive 3D animation. We rapidly develop high quality products for small budgets.

Clients

We service everyone from game companies to educational software companies to ad agencies.

<http://www.forgefx.com>

San Francisco
CA

Interactive 3D Software Developer

BULL MARKET

Infinet Communications

We provide online healthcare strategy to pharma clients - there aren't many companies like us (we were started by a doctor)

Clients

Organon, Fido Cell Phones, Bayer, Janssen-Ortho

Toronto, Canada

astephenson@hotmail.com

Interactive Agency

BULL MARKET

Module One India Ltd.

Module One, one of India's leading interactive agencies, uses a combination of creative, marketing and technology skills to assist clients in successfully using the internet for their marketing initiatives.

Our range of services includes Internet Brand Management, Creative Development, Online Media Planning, Website Management, Web Application Development and Print Design.

Clients

Honda, Ricoh, Fujitsu, Oracle, Fedders

New Delhi, India

<http://www.moduleone.com>

Interactive Agency

BULL MARKET

Interactive Ink Incorporated

Interactive Ink Incorporated implements business technologies for clients that want to achieve organizational goals by aligning their technology efforts with their marketing efforts and business processes.

These solutions include today's most valuable tools: websites, intranets, extranets, Internet marketing strategies, web content management, email marketing, CRM, systems/data integration, and knowledge management.

Using this process, projects come in under budget, on time, and exceed expectations, over 90% of the time.

Clients

The Smithsonian Institution, Damons Grille, The Ohio State University, Highlights for Children, Mount Carmel Health Systems, Lockheed Martin

Columbus, Oh

<http://www.interactiveink.com>

Interactive Communications & Design

BULL MARKET

asi (amy statuto interiors)

We are a boutique interior design firm specializing in a wide range of design services.

From space planning and furniture selection to faux finishes on walls, we provide a tailor-made look for all of our clients.

Our distinguished customer base represents a broad spectrum of needs - from healthcare facilities to residential interiors to hospitality establishments. We offer our professional expertise in selecting art from notable artists and can also create custom works of art and murals to fit our clients' needs. Unique sources from all over the world allow us to create purple cows with every new project.

Clients

Kenneth Cole retail stores, Healthcare facilities (Hudson Valley Radiology, NY), Financial institutions (Zinc Capital Management), restaurants (Bongos, Miami; One, NYC), Corporate offices (Kenneth Cole, NY), residential

<http://www.amystatutointeriors.com>

New York

New York

Interior designer, artist & art advisor

BULL MARKET

Work Volf Consultants

Most visionaries aren't pied pipers. When a company leader decides s/he wants remarkable company products, Work Volf Consultants pipes the Purple Cow virus throughout the whole organization. Work Volf guides the people part of change with skill, energy and humor.

As seasoned communicators, community builders, and consultants, we deliver presentations, guide strategic processes, and deliver executive coaching that effectively disseminate the "remarkable" virus throughout the entire company. Soon, everyone wants to stand out from the herd.

Work Volf Consultants, a women-owned small business, has decades of award-winning experience helping gargantuan and tiny organizations identify what's worth noticing and talking about in their companies. Together with the people essential to producing Purple Cows, we craft a credible, persuasive Purple Cow message and determine how to measure if it's working.

Clients

Carolinas Healthcare and Public Relations Marketing Society, Quoizel, Inc., National Oceanographic and Atmospheric Administration, South Carolina Hospital Association.

Charleston, SC

<http://www.workvolf.com>

Internal communications

BULL MARKET

Blue Needle

I work for them, and most importantly do so creatively. As a testament to my ability to creatively tackle a problem, the equipment I run my office with has been purchased at an average of 54% off retail pricing.

I look past the obvious answers and ask the tough questions, while positing alternative scenarios. I recently suggested to a coffee shop with free Wi-Fi access that I frequent (they're not yet a client...) to put warchalk markings outside their store. The average citizen might not know what these are, but the clientele they are looking to attract would feel as if the shop speaks to them on their level.

Being successful is only partly about doing things right, the other half involves thinking creatively for solutions. Solutions that both market you and reduce the amount of effort or overhead required to provide your product or service.

Clients

Our clients are small to medium sized businesses, often in other markets that understand that their needs can be taken care of remotely by someone who has the experience they wish to exploit.

<http://www.bluneedle.com>

Seattle
WA

Internet Analyst

BULL MARKET

Schäfer Group Inc.

User experience is the number one issue for most web sites. But who has time to read every book, blog, and article on creating great sites? You probably don't, but we do!

We help companies gain the knowledge they need to significantly increase the impact their web sites have on the bottom line. Unlike usability experts and other Internet consultants, we collect current best practices from hundreds of sources. We then present them in plain English so busy business people like you can quickly adopt best practices on their sites.

The Schafer Group constantly scours books and the web for new ideas, best practice corroboration, and examples of effective design in action. That means you can relax knowing that all the best thinking on building better sites is only a click away.

Clients

Canadian Marketing Association, Schulich School of Business, Government of Ontario, Sony Music Canada, Ariad Communications, alyson.ca, Blake Cassels & Graydon, Bonasource, ES3, Moveable, Sundance Media, SecurityRecon.com, DAC Group, Axmith McIntyre Wicht, and others.

Toronto, Canada

<http://www.schafer.com/bullmarket>

Internet Best Practices

BULL MARKET

Single Throw

Single Throw is an Internet marketing firm. We understand online and offline marketing principles, such as customer behavior, usability, buying motivation, etc. We create long term strategies for our clients to help them generate quality, qualified sales leads through Internet search engines. We help our clients Identify their customers' needs, Target these potential customers by using the same terminology they use, Capture their attention at their exact time of need—when they are searching for products and services in major search engines, Convert these potential customers by helping them make their websites customer centric and success oriented, and finally Retain these customers by creating a strategy to offer ongoing value to their number one asset - their customers.

Clients

New Pig, CWRElectronics, Connotate Technologies, Avistar, Scholastic, Symbol Technologies, BroadBeam, Flowers By Addalia (our first small local client but great success & shows that even a small local guy can succeed by doing things right)

<http://www.SingleThrow.com>

Brick
NJ

Internet Marketing

BULL MARKET

Red Door Interactive

We serve as a guide on our clients' paths toward eBusiness. We are their outsourced Internet department that works on a multi-department level to help companies leverage the power of the Internet to attract new customers, create efficiencies within their organization and maintain great customer relationships.

We take a creative approach to solve interesting business challenges, as well as utilize cutting-edge tools and resources to keep clients ahead of their competitors in terms of traffic-driving mechanisms, lead acquisition and business process management.

We draw from a myriad of available tools and technologies to give clients the technology and ideas that they can grow upon as well as package those tools in usable interfaces and creative, brandable concepts.

We build competitive advantage for clients that demand to stay ahead.

Clients

Clients include Sharp Systems of America (a division of Sharp Electronics), Toshiba's Network Products Division, SkinMedica, Ensemble Communications and Lightpointe.

San Diego, CA

<http://www.reddoor.biz>

Internet Presence Managers

BULL MARKET

The Dynamic Partnership

Something to say! Let us help you be heard worldwide.

We create internet radio stations. By using them we can create a unique way of reaching your audience online. This can be through your own station or from sponsorship of a existing station reaching your target market. Use internet radio to reach around d the corner or across the world.

Clients

Radio Revolution No. 9, KCWB Kool Gold 58, E-Hits Radio, Christian Power Radio. As well as many corporate client stations developed through dynamic partnership. We also manage The E-Radio Network through our portal site Rville.com

<http://www.dynamicpartnership.com>

Littleton
Colorado

Internet Radio Stations

BULL MARKET

CustomerCatcher.com

For LESS than the cost of a one-time, full-page, 4-color magazine ad, we help clients broadcast their very own weekly, custom-branded, local, national, or even global, talk radio show.

We help clients cost-effectively build strong relationships, brand recognition and equity through frequent contact with their customers and prospects. You can host remotely – no matter where your business is physically located. Combined with other Internet and off-line marketing, Internet Radio is the most dynamic, affordable and effective media for you to reach customer niches and industry verticals.

This unique medium reaches otherwise hard-to-reach, tightly targeted niche markets, i.e. pet fish owners, scuba divers, motorcycle riders, and Entrepreneurs. It serves the audience immensely and advertisers love knowing they're reaching highly qualified contacts. And best of all, Internet Radio is SO affordable (and creative) that it's within the reach of all companies, both large and small!

Clients

EBay, Entrepreneur Magazine, GoDaddy.com, Pet Fist Talk, iShoppingCart.com, PaidCash.com

<http://www.wsRadio.com>

San Diego
California

Internet Talk Radio

BULL MARKET

wsRadio.com

We help clients build strong relationships and frequent contact with their customers and prospects. Our clients create and deliver a regularly scheduled, custom branded national (or even global) radio show to highly targeted listeners, for LESS than the cost of a full-page, 4-color magazine ad. Combined with other Internet and off-line marketing, Internet Radio has come of age! It allows you to use this unique medium to reach otherwise hard-to-reach niche markets. i.e pet fish owners, scuba divers, Moms, and Entrepreneurs. It serves the audience immensely and advertisers love knowing they're reaching highly qualified contacts. And best of all, Internet Radio is SO affordable (and creative) that it's within the reach of companies, both large and small!

Clients

EBay, Entrepreneur Magazine, GoDaddy.com, Pet Fish Talk,
CustomerCatcher.com, The Mom Show

<http://www.wsRadio.com>

San Diego
California

Internet Talk Radio

BULL MARKET

All Net Profits Center

All Net Profits Center was set up to provide expert consultancy services as well as to educate and train existing entrepreneurs and other jaded company employees looking for viable alternatives to start and set up their businesses correctly on the Internet at the lowest possible cost while maximizing their returns in the shortest possible time.

Participants will also learn powerful and little-known marketing strategies and tactics that will give them a huge advantage over their competitors.

Clients

www.OdysseyCo.com, www.AsianOnlineRecipes.com, www.DenTanArts.com,
www.DIY-Green-Card-Lottery.com, www.AbsolutelyFengShui.com,
www.ALineADay.com, www.Solobis.com

Singapore

<http://www.senze.com>

Internet Training & Coaching

BULL MARKET

15SecondPitch.com

The 15SecondPitch is an updated, high-impact version of the traditional "elevator pitch" that helps you market yourself more effectively. With it you let people know immediately Who you are, What you do, What makes you the best, and Your call to action.

The 15SecondPitch is all about breaking through the clutter and giving people a reason to follow up with you. Once you've mastered your pitch, use it at networking events, in your emails, when leaving phone messages - any time you need an effective, memorable introduction.

For more information and help crafting your own "Perfect Pitch", visit www.15SecondPitch.com.

Clients

Our clients are entrepreneurs and other go-getters in such diverse fields as film and television, finance, real estate, technology, and even skydiving who want to market themselves more effectively. We help them get focused by providing workshops, private training, customized marketing plans, and personalized 15SecondPitch cards.

<http://www.15SecondPitch.com>

New York
NY

Inventors

BULL MARKET

Chyron Corp.

We have over 30 years experience in television graphics equipment, an industry we invented and made practical. We develop, manufacture, market and support hardware and software products that enhance the production values of live and pre-recorded video, audio and other data.

We're currently developing a line of video informational display systems with a price point and ease of use suitable for mainstream applications. Our company has the unique ability to leverage our high-end video animation technologies into powerful but affordable informational and advertising display systems that can be immediately put into use anywhere there's a video monitor.

Clients

ABC, FOX, CBS, ESPN, CNN, CBC, and the BBC.

Melville, Long Island
NY

<http://www.chyron.com>

Inventors

BULL MARKET

Dansk Teknologi A/S

Our skills span the initial generation of ideas and insights all the way through to detailed implementation. DANSK TEKNOLOGI focuses on creating benefits for clients rather than merely proposing them, and this focus is supported by an outstanding implementation track record. Our client base includes some of the most professional organisations – many of them world leaders in their field.

Clients

Grundfos, Airbus, IBM, LEGO, Novo, Maersk Group, Gate Gourmet

Denmark

<http://www.dansk-teknologi.dk>

Inventors

BULL MARKET

Imagination Engines, Inc.

Imagination Engines, Inc is the world's most prolific inventor of advanced artificial intelligence systems and methodologies. Employing its rapidly expanding suite of core neural network patents, IEI engages in a range of AI activities that include (1) consulting in the field of artificial neural networks, (2) very high dimensional constrained optimization problems, (3) the construction of intelligent, autonomous agents that both learn and create, and (4) the incubation and acceleration of new business enterprises based upon its advanced AI inventions.

Clients

USAir Force, Gillette, Raytheon, Boeing, Anheuser-Busch,
Booz-Allen-Hamilton, General Dynamics, General Electric, Ladish, Bekaert

<http://www.imagination-engines.com>

St. Louis
MO

Inventors

BULL MARKET

Invention Machine Corp.

Invention Machine customers have developed everything from diapers to satellites, printers to photographic paper, car engines to cd players, and razors to shaving cream. If your company makes a widget, Invention Machine's software can help you make it better, smaller, faster, cheaper, stronger, more agile, more durable, longer-lasting, better-tasting, lighter, softer, harder - you name it.

Any company that designs, engineers and manufactures a product can benefit from improved efficiencies in the research and design process. Invention Machine does just that via its software, Goldfire Innovator(TM).

Goldfire Innovator helps to make pertinent engineering, technical, patent and scientific information available to every engineer and product designer/developer within a company. In doing so, engineers are able to access and share information across-disciplines. Engineering reuse is promoted and there is no more 'reinventing the wheel'.

Clients

HP, NEC, Intel, Boeing, Samsung, NASA, Procter&Gamble, Delphi, Gillette, Puegot, Whirlpool, 3M, Northrop Grumman, Renault, Airbus, and Panasonic.

Boston
MA

<http://www.invention-machine.com>

Inventors

BULL MARKET

Key Technologies, Inc.

It's hard to find a purple engineer, and we are among the few in this book! We are a product engineering company with the vision to innovate and the technical ability to bring those ideas to reality. Using rapid prototyping techniques backed by solid design know-how, we create real functioning products like custom tools, hand-held medical diagnostic meters, industrial flow meters, and thermal imaging cameras. We work throughout the product development cycle, from concept to production to applications engineering, in the following industries:

Engineered consumer products
Medical devices
Industrial measurement and diagnostic devices
Power generation

Clients

Black & Decker, Johns Hopkins Medicine, National Institutes of Health, American Whirlpool, 180s, Domino Sugar, Alyeska, WR Grace

<http://www.keytechinc.com>

Baltimore
MD

Inventors

BULL MARKET

Tender Corporation

Founded in 1975, the firm manufactures the world-famous insect bite treatment, After Bite®, and a full line of well-known insect repellents, first-aid treatments and sunburn and windburn products and has recently added first aid kits through Adventure Medical Kits. Many Tender Corporation products are packaged in innovative ways that make them extremely convenient to use as well as environmentally friendly.

Tender can help other companies think beyond their current mode and have the same forward thinking.

Clients

Wal Mart, Target, REI, EMS, Rite Aid, Shaw's Grocery Store, Brooks, Walgreens, CVS, Adventure 16, Campmor, Cabela's, Hannaford, Price Chopper, Kinney Drugs, Eckerd, Food Lion and others...

<http://www.tendercorp.com>

Littleton
NH

Inventors

BULL MARKET

Twist Image

Twist Image created the term "multimarketing studio" to simplify why companies like Ben & Jerry's, Bombardier, Standard Life and Sony Music choose Twist Image's marketing and communications strategies.

A business-minded creative studio, Twist Image establishes itself as a corporate brand stylist, interactive visionary, advertising and promotions company, communications expert, production studio and graphic design firm. Delivering the latest in communications using the latest in technology, Twist Image creates flexible, cost-effective and expandable projects. Working together with our clients, we establish a personal and passionate partnership for growth and development.

The Twist Image team consists of over ten full-time qualified members. Twist Image won the coveted Boomerangs Award in 2002 for "Innovation In Technology" based on an interactive project for Bombardier Recreation Inc. & MGM Motion Pictures.

Clients

Everyone from big companies (Bombardier and Ben & Jerry's) to the smallest retail corner shop. We do plenty of work with NPO's (Federation CJA, Youth Employment Services, etc...) and educational institutes (McGill University, Centennial Academy, etc...).

<http://www.twistimage.com>

Montreal
Quebec

Inventors

BULL MARKET

Miller-Williams & Associates

Our company is all about developing the innate traits and skills of an organization's leadership team. We like to refer to it as causing an "emergence of leadership." The work we do with organizations is cutting edge in terms of leadership development and training. Our clients, which have included hospitals, manufacturers, service organizations, and even the United States Military are all looking for a Purple Cow, sometimes they just don't know it.

Clients

Hospitals, Facility Service Organizations, Higher Education, Manufacturers, US Military

Greenfield Indiana

<http://www.MWAonline.com>

Leadership Selection, Training & Development

BULL MARKET

Route 66 Productions, Inc.

Our clients rely on us to keep focused on the big picture, even when they are so overwhelmed with their responsibilities that they often lose sight of it. We infuse all of our events and media with their identity, their passion, their goals. The result is a unique experience for their target audience, and a support system that makes their lives easier. We offer an unusual balance of strategic, creative, and technical capabilities in one neat package.

Clients

MINI USA, Warner Bros., four divisions of Sony Pictures Entertainment, and also work for Universal, Fox, New Line Cinema, and MGM.

<http://www.route66la.com>

Culver City
CA

Live event, video, interactive production

BULL MARKET

Borislav Stoyanov

Professional services, original design, strict deadlines

Clients

ARC Fund, Bulvest 2000 Publishing House, English at Work Gmbh, European Baptist Federation, Higher Medical Institute - Plovdiv, Hilti - Bulgaria, Infoart, Mircat/Suzuki, Nice Press, Noble Associates/West Orchards - Coventry UK, Overgas Inc, Prosveta Publishing House, Sofia Land

Bulgaria

<http://bsdesign.cjb.net>

Logo Designers

BULL MARKET

Bridger Conway

Because we can help them resolve their branding needs.

They will get quality, execution and results.

Clients

Sony Latin America, Majestic Properties, Codina development, Cadbury, Scotia Bank, Whirlpool, Gillette

Miami/Buenos Aires

felippelli@sion.com

Logo Designers

BULL MARKET

Catapult Strategic Design

Catapult Strategic Design is all about helping our clients move their brands forward with critical thinking—visual intelligence that proceeds our ability to be creative. Often this begins with the development of a remarkable logo and identity. Great logo design leverages a concept to help define the product, service and even the industry in which it competes. Our client logos always communicate a primary product benefit or feature. They're compelling, memorable, simple, and enduring. Some logos even offer an element of discovery—a device that reveals more than meets the eye. All Catapult logos though are swoosh-free no matter how "global" the client thinks their business is.

Clients

Albertsons, Anderson Dairy, Arizona Public Service (APS), Aztar, Boy Scouts of America, City of Phoenix, Connelly Billards, Chanen Construction, The Dial Corp., Element Homes, Forever Living Products, Institute for Mental Health Research, Intel, Maricopa County, MGM/Mirage, PhoenixArt Museum, Salt River Project (SRP), Shamrock Foods and Shamrock Farms, Universal Technical Institute (UTI)

Phoenix, Arizona

<http://www.catapultu.com>

Logo Designers

BULL MARKET

Glenn Sakamoto Design

I offer strategic visual solutions that increase traffic, interest and profits.

Clients

Tina Turner, Ondine Shower Systems, Terra Chips, Becker Surf & Sport, Memorex

Southern California

<http://www.glennsakamoto.com>

Logo Designers

BULL MARKET

The Curtoons Cartoon Co.

Professional logo design, humorous illustration and cartoon character development. Creating graphic design solutions for print and web in an attention grabbing way. We help you stand out from the crowd.

Curtoons sets clients apart from their competition. We create smokin, original cartoon logos and illustrations that capture attention and appeal to wide audiences. We put the zing in a companies promotion and advertising.

Clients

CoolerSites.com, Danceswithbulls.com, KATTRock100 Radio, KQFC 98fm Radio, Magicmakeovers.co.uk, Cocoon Eyewear, South Florida University, NAWLA,

<http://www.curtoons.com>

Enid
OK

Logo Designers

BULL MARKET

fe3 consulting

Consultants have a bad name – they either don't deliver value or they have a particular row to hoe. We came out of big consultancies wanting to do things differently. We therefore: tell the truth (unpalatable as it may be) don't sell what we don't know how to do, and will turn down work if we don't think it will add value. We try, in short, to make sure we keep our promises.

This is also what we do for our clients, and our work is usually focused around either the employer brand or the company brand. We believe that if you break your promises, people desert you (whether customers or employees) and we specialise in helping companies work out what prevents them from keeping those promises and then fixing the problem, if we can.

Clients

Bayer, APS/Berk (part of TEVA Pharmaceuticals), The Daily Telegraph Group, Deutsche Bank, Lloyds of London. Our clients are mostly business to business.

London, UK

<http://www.corporatemagnetism.com>

Management and brand

BULL MARKET

The Kauffmann Group

The Kauffmann Group is the Thought Leader In Relationship Leverage Solutions. We help clients increase customer revenue, develop profitable and sustainable partnerships, decrease supplier costs, and increase employee morale.

We partner with leading-edge organizations and focus on relationships as the key to their success. They learn how to rethink and align their business models and processes to use knowledge about key relationships to deliver more value - more rapidly - and more effectively - and at a lower cost.

Clients

Colorado Prime Foods, Virtual Back Office USA, etc.

<http://www.thekauffmannngroup.com>

Fair Lawn
New Jersey

Management Consulting

BULL MARKET

Maverick Marketing

Our name is a good starting point to explain what we do, and our clients love it!

We provide strategic and tactical marketing communications support for early stage and rapidly growing companies. This allows them to have a complete marketing communications department without incurring the cost of one.

Clients

Gentris Corporation, Inveresk Research, DataCentric Automation, Metabolon, Synthematrix, iAdvantage Software.

Research Triangle Park
NC

<http://www.maverickmarketing.com>

MarCom Consulting for Start-ups

BULL MARKET

Net Results

As experts in Marketing Communications project management and consulting, we prevent loss of revenue and market share by transforming your overdue, over-budget, or under-resourced MarCom programs into on-time, on-budget, and on-target successes.

We offer a wide range of MarCom services — from unsticking your stickiest project to producing premier marketing materials to establishing exceptional best practices — that give you greater flexibility and options.

Our iron grip on the details, our quiet authority guiding the project team, and our uniquely creative solutions all add up to amazingly successful marketing communications programs for you. We have a thorough understanding of the ins and outs and ups and downs of managing and producing a variety of MarCom programs for small, medium, and large companies. Whether we're working with your internal group or have custom-tailored an external one for you, we quickly and smoothly become an integral part of your team.

Clients

We have established a proven track record of consistently delivering powerful results for top companies such as Apple Computer, BroadVision, Inc., Cisco Systems, Inc., Maxtor Corporation, and Oracle Corporation, Inc.

San Francisco Bay Area

<http://www.get-net-results.com>

Marcom Project Management

BULL MARKET

trendguide.com

The innovative e-voting-platform for all kind of new products and ideas gives a good indication whether or not a product is mass-market-relevant (hot or not), and the trendscout network quickly delivers unique market insights.

trendguide.com brings trends from the streets directly to the web by publishing uploaded digital cam or cellular-phone photos from users. Here, site visitors decide what's hot or not by voting from uploaded pictures. trendguide.com is an inspiring shopping guide, too, as every picture on the website is linked with further information the the item and online order possibility. The trendguide.com's central trend knowledge database (category rankings, archive and exclusive trend services) is accessible to all contributors. With online market research and marketing concepts, trendguide.com representatives around the world help brands optimize their products and marketing communication. talk to us.

Clients

Major fashion and food enterprises

Los Angeles

touch@trendguide.com

Market Research

BULL MARKET

Schorr Creative Solutions

We ask the questions that companies need asked of their customers, suppliers, partners, and employees. We uncover insights by digging through perceptions and attitudes to provide our clients actionable direction. Do you need a major overhaul or just a simple Tweak to make your product, service, or idea a success? We work strategically and tactically to figure out what our client's target customer needs (sometimes they even want it).

Dedication from this boutique marketing research firm is top notch and doesn't end until that nugget of information is found... Let us know what you need to know, and together we'll go out on an adventure!

Marketing Research, strategic consulting, and creative facilitation services.

Clients

Fox Broadcasting Company, FX Networks, Game Show Network, Tourism Authority of Thailand, Kinko's, Smirnoff Vodka, Proctor & Gamble, National Geographic, and many others...

<http://www.SchorrSolutions.com>

Sherman Oaks
CA

Market Researcher

BULL MARKET

The TCI Group

While organizations have and spend resources tracking information (transactional/outcome data), the future holds boundless opportunities for those who seek to integrate intelligence (the "why" data that drives the relationship with customers/clients). It's not enough to know what the customer/client did, it's understanding "why" they did what they did. It is to that point I have committed myself to help clients know more, get close, and stay connected to customers better than any of their competitors, results they own their marketplace. It's all about doing continuous research, harnessing technology, optimizing the power of information, and maximizing the ROI to help clients make better decisions, solve problems, and anticipate future possibilities.

Clients

Over our 49 year history we have had the privilege of serving a varied range of businesses from the consulting firm of ONE to Fortune 500 conglomerates. Our vast client base has given us a broad experience working within numerous industries including: business-to-business products/services, consumer products/services, non-profits (cultural and educational), government organizations, manufacturing and medical and health care organizations.

Minneapolis, MN

<http://www.TheTCIGroup.com>

Market researcher

BULL MARKET

MyStrategicPlan

MyStrategicPlan is a business development firm that works with entrepreneurial organizations to help them connect with their customers through integrated market-based solutions. MyStrategicPlan has the practical tools to help your organization successfully compete in this dynamic, highly competitive marketplace. We can help you leverage your organization's unique capabilities to meet your customer's needs in order to unlock your potential for success.

MyStrategicPlan works alongside entrepreneurs, business owners to build market-focused organizations. By crystallizing a compelling Mission, assessing the competitive Marketplace, and Measuring the results of its strategies, we help organizations build strategies that increase top-line performance. We give financial meaning to strategy and planning.

Clients

Clients include advertising agencies, technology service firms, publishing companies, non-profits, and general consulting and service firms.

<http://www.mystrategicplan.com>

Reno
NV

Market-Driven Strategic Planning

BULL MARKET

LitLamp Communications

People gather around the things they care about: causes, events, affiliations that express their values. The marketing alliances we design around sponsorship illuminate these entry points: a bank, a developer, and a museum artfully engage high net-worth individuals, a pharmaceutical brand hosts family health events with a national parenting organization, and a carmaker takes center stage with a theatre company.

Clients

American Licorice, Crains Communications, Dannon, MCI, Unisys, Reading Is Fundamental, Inc. and Schering Plough.

<http://www.litlamp.com>

Chicago
IL

Marketing alliance specialists

BULL MARKET

Talerman + Partners LLC

Our job is to uncover the intersection at which customer need meets brand value. From that point, we create communications frameworks and captivating brand experiences that leave consumers satisfied, client's inspired, and all richer for having taken the journey with us!

Advertising, as we know it, is no longer effective. What consumers want is not another message, but an experience. One that will surprise and delight. One that they can embrace and control. Talerman + Partners focuses on solving business problems by building and leveraging brands to deliver compelling experiences.

We are media agnostic. We start by understanding the business challenges facing our clients and then determine the impact these challenges have on their brands. We create or revise brand positioning to ensure immediate and long term brand relevance. Then we develop marketing strategies and communication solutions that explode challenges and exploit opportunities.

Clients

Microsoft, IBM, Yahoo!, The Robin Hood Foundation, Virginia Commonwealth University ADCENTER, Ogilvy, DiMassimo, MediaEdge: CIA, Optimedia, and passionate entrepreneurs leading small technology companies poised for rapid growth.

New York City

<http://www.brandimmersion.com>

Marketing and Brand Strategy

BULL MARKET

Action Plan Marketing

Action Plan Marketing Works exclusively with Independent Professionals such as consultants, coaches, trainers and other service professionals who are struggling to attract clients. They are great at what they do but not so great at marketing. We provide a comprehensive marketing manual called the "InfoGuru Marketing Manual" and group coaching programs called the "Marketing Action Groups." All our information and coaching is focused on hands-on strategies and tactics that help our clients become better marketers of their professional services.

Clients

We work exclusively with Independent Professionals such as consultants, coaches and trainers who are great at what they do but are lousy at marketing their services. We help them stand out and be unique in a crowded marketplace.

<http://www.actionplan.com>

Boulder Creek
CA

Marketing Coach

BULL MARKET

Blue Cube Marketing Solutions

Blue Cube is a marketing company specializing in building strategic relationships between small to mid-sized companies and the communities they serve. Through targeted, strategic partnerships based on mutually defined goals and shared values, Blue Cube serves as a catalyst for transforming the way companies approach social responsibility and communication strategy. Blue Cube works in concert with agencies, in-house marketing and public relations departments or directly with clients to help identify targeted, specific communication goals and strategies for community engagement. Blue Cube helps community entities identify specific needs and focus on measurable ways to fulfill those needs through mutually beneficial community partnerships. Research shows that companies who are involved in their communities enjoy higher employee satisfaction and retention rates; are seen more favorably by customers; are more likely to gain market share from customers who switch brands to support a cause in which they believe; and, by helping strengthen the community in which they serve, create a better place to live and do business.

Clients

Steven Lee Group, Back Care Store, The Antique Mall, Big Brothers Big Sisters of Nevada, Athena Williams, Inc.

<http://www.bluecubemarketingsolutions.com>

Las Vegas
Nevada

Marketing Communications

BULL MARKET

Arnold Communications

We turn purple calves into purple cows! Exclusively for startup companies and budding celebrities, our affordable yet innovative and guerrilla-centered marketing communications and public and media relations services generate demand, propelling you to the top.

On the PR side, our clients have been featured in major television, radio, print and online media throughout the country. Our philosophy is simple -- marketing does not have to be expensive to be effective, it just has to be unique.

Clients

Our clients include up and comers in the health/medical, technology, non-profit, media, retail, and business and consumer services industries such as AmeriVault Corp., eDocSolutions, MTB Enterprises, New England School of Whole Health Education, Polycystic Ovarian Syndrome Association and Tax Recovery Group (TRG).

<http://www.arnoldcomm.com>

Seabrook
NH

Marketing Communications & PR

BULL MARKET

propaganda marketing

We're neurotic, guilt-ridden and driven. Just what clients need.

After eons of doing great promotions, public relations, publicity and events with big budgets, large staffs and lots of agita, a group of awarded, respected, and talented executives decided there had to be another way to approach the business of marketing communications, specifically for growing companies. There was.

These executives counted among their client roster hundreds of satisfied companies who sought them out because of their

- * breakthrough and on-target strategic planning
- * marketing insights and positioning
- * sales promotion that actually sold products
- * public relations and publicity that actually helped to deliver sales goals and objectives
- * event marketing that produced lots of satisfied and happy event-goers... along with satisfied, happy and successful clients.

Clients

Designed for the entrepreneurial companies that need it most to drive their competition crazy. Clients include the advertising agency Fallon, the Woolmark Company, Trinity Church Wall Street (NY), Linda Lundstrum, Inc. Fashions, Ecco Bella, Korin Japanese Trading Corp., others.

newyork

agkrakow@aol.com

marketing communications & pr

BULL MARKET

Xerago Customer Management

Ability to fuse diverse skills like marketing, creative, media, technology and operations to create feasible marketing solutions with clear RoI scores.

- Unrivalled knowledge and experience in online marketing (over 5 years of experience through the ups and downs of the Internet economy)
- In-built processes that capture the knowledge and learnings of our people and their experiences so as to create self-automated efficient implementation solutions

Clients

1. Citibank India - The world's largest bank, we handle their Internet marketing, Internet banking and related technology requirements
2. Wipro Technologies - India's software major, we handle their B2B e-mail marketing requirements as well as website management
3. Birla Sun Life Insurance
4. United Breweries - Liquor major with brands like Kingfisher beer and McDowell's Signature Rare whiskey

India (Mumbai, Bangalore, Chennai)

<http://www.xerago.com>

Marketing Consultancy

BULL MARKET

One-Page Newsletters

Drawing on his experience as designer, writer, and marketer, Roger C. Parker has redefined newsletter marketing for the Internet age. One-Page Newsletters help you promote your Purple Cow expertise in person, in print, and on the web.

What good is being a Purple Cow if you can't consistently communicate your uniqueness to clients and prospects?

Roger provides a detailed framework for you to prepare, format, and promote your expertise and implement ongoing, cost-effective Permission Marketing programs. Sites like www.gmarketing-design.com typically report a fourfold increase in overall traffic without further investment.

Clients

Entrepreneurial clients include Will Reed, www.b-smart.net/news.cfm; Dr. Tony Fiore, www.angercoach.com; Gene Paltrineri, professional photographer; David Salzman, www.espressodave.com.

Corporate clients include American Writers and Artists Institute, Apple Computer, Bose, Ford, John R. Deere, Hewlett-Packard, Microsoft, Photo, Sherman & Sterling, and Yamaha. Free "Secrets" report at: www.onepagenewsletters.com

Dover
NH

<http://www.onepagenewsletters.com>

Marketing Consultants

BULL MARKET

IM-BOOT

IM-BOOT provides with a single access platform to key information for people interested in creativity and innovation and most of all: it is a collection of stories of people that matter - anywhere in the world.

From creative problem solving in a rural African area to high business environments or top management trainings, it's always people's passion, which helps them to succeed. That's why they differ and that's why they matter. As Maslow said: the people who share will win.

Clients

We feature interviews with Wim Wenders, Tom Sommerlatte, Tom Kelley, Seth Godin, Miha Pogacnik and others online.

<http://www.im-boot.org>

Kiefersfelden
Germany

Marketing Portal

BULL MARKET

Faster Marketing

At Faster Marketing we've identified over 45 different lead generation techniques, and many are inexpensive or even free. The key is knowing when and how to use each technique. We call this maximizing impact whilst minimizing cost per lead, or simply put; spend less... get more.

Hiring a marketing professional as a full-time employee requires thousands of dollars on recruiting, salary, and benefits. With us as consultants, you get results, not greater expenses.

Clients

About half of our clients are software companies (not too surprising given our location in Utah). Our clients include STAR, Mad Sci Software, PathWise, Klein Allen, ConstructionSoft, Inspire Graphics, and Clear Course.

<http://www.fastermarketing.com>

Lehi
UTAH

Marketing Strategist

BULL MARKET

Business Dimensions LLC

Clients need us to help them find ways to grow their business that will bring them profitable, sustainable, and differentiated growth opportunities. We are market driven meaning we study the client's customers and even their customer's customers to understand unfulfilled wants and need. Based on our input, we then help our clients plan and launch successful new products / services or entries into new markets where their expertise can be used to satisfy wants and needs.

Clients

We deal with organizations that are looking for new growth opportunities. The range of industries includes manufacturers, retailers, and service organizations. Our clients typically range from about \$20 million revenue and up.

Minneapolis, MN

<http://www.businessdimensions.com>

Marketing Strategy

BULL MARKET

Tinfish Initiatives

Attract more of your favorite clients.
Make the most of your relationships.
Stay top of mind with your customers.

Strategic marketing tools can help you make it happen.

Tinfish Initiatives helps companies figure out what kinds of marketing tools they need, and then we design, write, and produce those tools.

Clients

We develop logos, brochures, direct mail campaigns, websites, and more for companies with 5-50 employees who want to hire marketing and design expertise on an as-needed basis.

<http://www.tinfishinitiatives.com>

Portland
OR

marketing strategy and graphic design

BULL MARKET

Reach Advisors

Reach Advisors is a marketing strategy firm focused on delivering consumer insight, segmentation strategy and targeted marketing.

Reach Advisors helps clients grow through sharper understanding of the changes taking place in the current and future customer landscape. Companies stall or take off when demographic, life-stage or macro-level shifts are at play. Those shifts present brilliant opportunities to sharpen how a company's product can engage customers more effectively, how their marketing can attract more profitable customers, and how their positioning can outmaneuver competitors for the emerging customer base.

Clients

Clients range from leading sports, recreation and travel companies; technology driven ventures; venture capital funds; nonprofit organizations.

<http://www.reachadvisors.com>

Belmont
MA

Marketing Strategy and Research

BULL MARKET

Letterperfect

I develop unique marketing tools to help them rise above the competition. My clients need me to write cohesive copy, design clean, persuasive print materials and conceive and create innovative electronic marketing tools to help them serve their clients better.

Clients

Hardware manufacturers, electronics manufactureres, custom wood flooring companies, even the much-maligned telemarker.

Oswego, IL

<http://www.itsperfect.com>

Marketing tools

BULL MARKET

High Impact Marketing

To help design an innovative and integrated marketing plan that will attract new customers and retain existing clients. When I'm on your team, you can count on innovation and delivery.

Clients

Charles Schwab & CO, Inc., Koret of California, Kodak, Maxis, Promotion Fulfillment Center, Broderick Associates, PDIDreamworks, SKG.

annamelillo@hotmail.com

San Rafael
CA

Marketing Wizard

BULL MARKET

Gordon & Gordon

We help hi-tech companies tell their stories in crisp, clear, sparkling ways that help them stand out from the crowd. We write white papers, customer stories and other fact-based marketing materials. We also have many years writing "very technical" technical documentation, so we understand your technology and we can explain it to skeptical prospects. We do it right the first time, on time and on budget, online or on paper.

Unlike most writers, we can understand your technology. We can interview your sales force to see what motivates your clients. And we can tell your company's story with crisp, clear words and compelling facts, not marketing fluff.

Gordon & Gordon has done marketing writing for high-tech firms for more than 15 years.

Clients

20-20 Technologies (newsletters, press kits, Web copy), Coreco Imaging (copy writing), Discreet (customer stories), OKIOK Data (white papers, brochures, technical manuals), Oracle Corp (white papers)

<http://www.gordonandgordon.com>

Montreal
Quebec

Marketing writing for hi-tech firms

BULL MARKET

Hoffman Marcom

When you make your living as a writer, you'd better be darn good at it—and we are. We've been doing this for nearly 20 years, our work wins awards, and our clients keep coming back for more.

At Hoffman Marketing Communications, Inc., we hire only senior-level writers with at least a decade of experience developing high-tech marketing communications. These marketing wizards are passionate about using their superb writing skills to explain the "so what?" of new technologies to a time-pressed business audience. We invest the time to truly understand our clients' business, objectives, sales processes, and technologies, and develop materials that clearly differentiate their products and services from the pack. Some marcom firms wince when they receive tough assignments, but Hoffman's forte is creating hard-to-write deliverables on tight schedules. We gladly take on the white paper about the complex technology that no one else could explain, the sales guide that includes 17 different channel partners, and the Web content or collateral project on the ridiculous schedule that no other firm would even attempt.

Clients

Ranging from startups to established companies in a variety of industries, Hoffman clients include HP, Cisco, Symantec, SAP, TIBCO, Cap Gemini Ernst & Young, and many others.

"Working with Hoffman increases our options and flexibility in developing our marketing communications. They are extremely easy to work with, and always deliver high-quality content for our marketing materials." Donna Tarlton, Sr. Marketing Communications Specialist, Symantec Corporation

Headquartered in Morgan Hill, CA

<http://www.hoffmanmarcom.com>

Marketing Writing for High-Tech

BULL MARKET

Airborne Entertainment

Airborne Entertainment creates showbiz for cellphones. Yup, cellphones. Entertainment for the smallest of screens. We conceive and serve up all sorts of interactive applications including games, real-time alerts, ring tones, wallpaper, voting, lifestyle apps and other fun stuff, across all existing technologies (and those upcoming!).

But unlike other technology-driven companies in this space, Airborne is primarily in Showbusiness. This edge has become a key factor of our success in a field now being recognized as "The 4th Screen" (the others? Film, TV and the PC). Over the past three years, we've become Mobile Channel Managers for an A-list of big-brand clients by evangelizing the future and delivering addictive, eye-popping mobile products.

To truly be a success in wireless, you have to thrill your brand partners, your carrier partners, your investors, and—above all—keep pumping out killer products that will entertain millions all over the world. This is what we do.

Clients

MAXIM, The NHL, Wine Spectator, Dr. Deepak Chopra, The Food Network, The Family Guy, Fox Filmed Entertainment, A&E, Left Behind, Berlitz, The History Channel, Topps, YM, The WWE, HBO, The Walt Disney Company, Stuff Magazine, Activision Value Publishing

<http://www.Airborne-e.com>

Montreal
Quebec

Mobile Entertainment Developer/Publisher

BULL MARKET

Marvellous

Marvellous works with companies to help them work out where mobile fits in the marketing mix. We employ a creative approach that helps clients see beyond simple text-to-win solutions. Through an in-depth understanding of creative innovation, user experience, business/ROI issues and technology, we deliver sustainable, compelling mobile interactive experiences. It is Marvellous' unique combination of competencies in these disciplines, coupled with a delivery capability that differentiates the Company.

Marvellous works closely with brand owners, marketing agencies, publishers and broadcasters to create interactive experiences that match the expectations of targeted consumer groups and audiences. We address all aspects of a mobile solution, not just the technology, ensuring they are realistic, practical and achievable.

Marvellous combines business and brand strategic thinking, with innovative thinking and implementation. Marvellous is the creative and solution design partner of the Vodafone Target programme and our solutions can be backed by Vodafone Service Level Agreements.

Clients

Vodafone, O2, FCUK, TGI Fridays, Unilever and Heinz

<http://www.marvellousmobile.com>

London

London

mobile marketing

BULL MARKET

Beanpole Productions

I am multi dimensional and respond and react to my clients needs. I put 100% into every project no matter how big or small. I make deadlines and have nothing but very pleased customers and am very proud of what I do bringing energy and insight to every song.

Clients

Wendy's, Kohl's, Boulevard Productions, Robert Oakes, Zest, Larry Scacchetti, Happy Riordan, Willie Wilson

cmphotos@verizon.net

Old Tappan
NJ

Musicians (jingles)

BULL MARKET

Digital Groove Productions

Digital Groove creates a vibe/atmosphere around our clients' products/services that is immediately identifiable and pervasive. Sounds that get our clients' products/services to stand out from the crowd!

Clients

LensCrafters, WGUC-Cincinnati, The Cincinnati Hotel,
WCET-Cincinnati, LAGA

Mason, OH

<http://digital-groove.com/>

Musicians (jingles)

BULL MARKET

Fresh Juice Media

Fresh Juice Media was created to be a one-stop-shop for companies large and growing to find music. We heard a lot of stories of how companies had spent a lot of money in the past and recieved lackluster results—and we wanted to put an end to them. (Maybe you've heard or experienced these stories? "The Elvis-impersonator gone wrong", "The vulgar band", or "The jingle people not only can't remember but change the station it's so painful to listen to"?)

Fresh Juice Media sifted through the best music talent and put together a coalition targeted specifically to business needs. Fresh Juice Media is highly competitive in pricing and talent nationally because it taps Utah's talent pool glut. This equals top results at big saving for our clients.

Clients

NBC New York, Nestle Foods, Atari Games, Pillsbury, NuSkin, Novell, Williams/Bally Gaming, WMS Gaming, 2002 Salt Lake Winter Olympics, City of Chicago and many more...

<http://www.freshjuicemedia.com>

Lehi
Utah

Musicians (jingles)

BULL MARKET

Roy Markowitz Music

Our clients don't read music or care to. We can read our clients and their needs.

All work is word-of-mouth (no web site) Files are on iDisk to be previewed. Individual attention paid to each project we like working small.

Clients

Clients include toymakers such as "Santa's World, "The Link GRP".

roystoys@mac.com

New York City
NY

Musicians(jingles)

BULL MARKET

Thirstyboots

Coors Light wanted to reinvent itself. It wanted to become cool and fun in an extremely cluttered beer category.

They auditioned me to be the singer on their new jingle. I explored a range of approaches and landed on a delivery that included "and twiiiins."

The song and the spot took off. As did sales. We ended up doing 5 versions of Love Songs and the Twins have gone on to movie, TV, and radio stardom. The track and the twins have entered into the vernacular and the culture — referenced on everything from SNL to ESPN.

Clients

My main client is Coors Light.

Chicago, IL

thirstyboots10@hotmail.com

Musicians (jingles)

BULL MARKET

Klinik

We help our clients exploit new business opportunities from their existing manufacturing capabilities. We develop new lines of product that take our clients into markets that were not previously open to them. Klinik prepares fresh brand identities, and complete marketing support from logos to finding appropriate sales representatives to launch a new company and open up new (usually higher margin) business opportunities. Our primary tools are market research and exciting and attention getting product designs.

Clients

Lolah, www.lolah.com, is a furniture company we developed and launched in partnership with designer Scot Laughton for a Yacht manufacturer in Toronto. Blue Poppy www.bluepoppyinc.com is a textile gift company we built for a manufacturer in New Delhi. Precidio www.precidio.com has retained us to build a new high end sub-brand to compliment their existing melamine tabletop business. Conduit, www.conduit.org, is a NY based, design focused, company we are assisting in developing.

Toronto, Canada

<http://www.openklinik.com>

New Company Creation

BULL MARKET

Large Design Ltd

Large enable companies to cost-effectively achieve business success through a scientific approach and results-driven solutions. Their creative and technical solutions are of the highest pedigree with experts in charge of each phase of a project.

The holistic approach Large have to business objectives enables them to recommend best ROI solutions. Large run a number of two-day courses for The Chartered Institute of Marketing, The Chartered Society of Designers and London eBusiness Club.

Clients

Siemens Mobile, Bang & Olufsen, MTV, LEGO, Weber Shandwick Worldwide, Aegon Asset Management, Bourne Leisure, World Television and YO! Sushi

London

<http://www.largedesign.com>

New Media Agency

BULL MARKET

The Newsletter on Newsletters

We are the resource that points the way to other resources.

The Newsletter on Newsletters, founded in 1964, is the twice-monthly resource for information marketers—which more and more corporations are finding themselves in the position of being.

We offer "tips, tactics, news and views" of print and online newsletter and specialized information publishing, editing, and marketing. From our newsletter, readers learn about new publications being launched, industry news as it affects their own operations, mergers and acquisitions, tips and trends in information marketing, best practices among information publishers and marketers, and breaking news of federal and USPS regulations.

In awarding us the APEX Grand Award for Excellence in Publications, its judges called The Newsletter on Newsletters the "quintessential newsletter."

Clients

Subscribers include The Kiplinger Washington Letter, Microsoft Library, Kraft Foods, Charles Schwab & Co., Bureau of National Affairs, Marvin Shanken, copywriters Gary Bencivenga and Don Hauptman and Craig Huey, website publisher Larry Chase, plus hundreds of other lesser-known publishers, editors and copywriters.

NewsOnNews@aol.com

Rhinebeck
NY

Newsletter Publisher

BULL MARKET

fundraisingcoach.com

"Fundraising is an extreme sport," claims Marc Pitman, The Fundraising Coach. "Often the only equipment nonprofit leaders have is a cup of coffee and their passion. Many are good at this game. Great coaching can help them play the game even better."

Marc is both a professional fundraiser and a certified coach. His purple cow? Bringing business skills to the nonprofit world without compromising nonprofit culture. In Marc's words, "Much of what we call 'fundraising' is a waste of time. I help clients take a hard look at their existing systems and eliminate what is unnecessary." (His results are so effective for-profit business owners seek him out for coaching too.)

His website offers two free ezines and a number of special reports including: Creating Donor Evangelists, Faculty Retention on a Shoestring, and \$100,000 Guide to Email Solicitation.

Clients

Hospice of Southern Maine, members supported WMSJ (<http://www.wmsj.org>), Sisters of Charity Health System, Community Little Theater (<http://www.laclt.com>), Maine Equine Associates, Coastal Orthopedics & Sports Medicine Physical Therapy, as well as board chairs and committed nonprofit volunteers.

Lewiston
ME

<http://www.fundraisingcoach.com>

non-profit business coaching

BULL MARKET

Dr. Clue

At Dr. Clue, we do only one thing — teambuilding treasure hunts. We take it seriously, we focus on business issues, and we do it very, very well. Where other companies concentrate merely on the fun and social aspects, Dr. Clue cares about how our programs can really add to your bottom line. Our treasure hunt clues are very challenging, clever and stimulating, intended for bright people accustomed to solving complex problems at work.

Founded in 1995, Dr. Clue has performed nearly 300 teambuilding programs, in locations across the country. Our current treasure hunt sites include New York, Los Angeles, San Francisco, Dallas, Washington D.C., Los Vegas, and many others. Our trainers will fly anywhere in the U.S and the world to deliver memorable, high-impact teambuilding training.

Clients

Apple, Coca Cola, Pepsi, Exxon/Mobil, Bank of America, Wells Fargo, Nokia, Genentech, Silicon Graphics, Sun Microsystems, Oracle, Intuit, Amgen, Fast Company, Yahoo, Christian Dior, Bristol Myers Squibb, Nextel, Agilent, Bank One, Honeywell, Option One Mortgage, Hewlett Packard, T-Mobile, Accenture

<http://www.drclue.com>

San Francisco
California

Off-site venues

BULL MARKET

Espresso Dave's

Espresso Dave's offers a portable cappuccino cart business - we literally bring the cafe' to your event / place of business or trade show exhibit.

We offer companies the opportunity to provide their employees and clients with a unique and special service that includes unlimited espresso, cappuccino, latte, mochaccino service for an employee appreciation event, customer loyalty event, press conference or new product introduction. We give them a further "point of difference" by customizing our cart to include their corporate logo but also their cappuccinos as well! We offer Cappuccino Monograms (in cinnamon or cocoa) that can be sprinkled on top of the cappuccino or latte in the shape of a smiley face, star, heart or in the shape of their corporate logo! It truly makes a lasting impression on employees and clients alike! Our service is available nationwide.

Clients

Our clients range from small, innovative companies looking to make a "big" impression to Fortune 100, 500 and 1,000 firms.

<http://www.espressodaves.com>

Portsmouth
New Hampshire

Off-site venues

BULL MARKET

Renegade Marketing Group

We actually do stuff their ad agencies don't such as crafting brand experiences that cut through. Renegade programs touch the target, physically and emotionally, inspiring them to buzz, browse and buy. In addition to flawlessly executing the offline experience, Renegade also builds the online component for complete integration.

Clients

Panasonic, Nike, HSBC, Novartis, Brother, WNBA, Taro Pharmaceuticals, Fannie Mae, Merrill Lynch, Children for Children

New York City
NY

<http://www.renegademarketing.com>

Offline/online/guerrilla brand experiences

BULL MARKET

Improved Results, LLC

We take a business-like approach to using the Internet as a tool. Our clients buy in to our approach of mastering "The Three Get-'Em's To Succeeding Online": (1) Get-'Em To Do Something, (2) Get-'Em To Come, and (3) Get-'Em To Come Back.

We work with 1 person to Fortune 500 firms using the tagline, "The Executive's Answer To Internet Profitability".

Clients

Some of our larger clients include or have included Procter and Gamble, Ethicon (div. of Johnson and Johnson), Heinze, Kikkoman-USA, Great American Insurance Company, and Valvoline.

<http://www.improved-results.com>

Cincinnati
OH

Online Business Advisors

BULL MARKET

GoViral.com

GoViral develops, plan, seed and track online viral campaigns. We have developed and tracked campaigns that have have generated from 1.000.000-6.000.000 views without any media buying. We develop viral campaigns from scratch or work with advertising agencies to plan, seed and track the campaign material they are developing for their clients.

Clients

BullGuard (www.bullguard.com), Bapyplan (www.babyplan.dk)

<http://www.goviral.com>

Copenhagen
Denmark

Online Viral Marketing

BULL MARKET

howieConnect, LLC

I'm an internet marketing consultant for small businesses, both retail and professional, who operate largely at the local level. I mentor them to increase the annual value of their customers and lower customer acquisition costs using the internet.

We use simple, inexpensive and attention grabbing tools and techniques to find new customers and build relationships with existing ones - at a local or national level. An expensive website is not necessary, or even desirable - simple is much better than fancy. Some of my clients don't have a website at all!

I mentor my clients to implement results-accountable marketing campaigns. No guesswork - just measurable promotions that pay for themselves many times over.

Clients

LoyalTec, The Avoca Group, Xerographic Document Solutions, Sun Kissed Plus Tanning Salon, Home Air Solutions.

Most of my clients are retail businesses or professional service firms who market exclusively in their local area.

New Jersey

<http://www.howieconnect.com>

Online/offline marketing strategy

BULL MARKET

The Lebow Company, Inc.

We offer a change process that moves an operation from trying to control people to one that empowers front-line workers to become both responsible and accountable for their decisions and actions.

We believe that all businesses are in the "People Business First!" And, if they don't get that one right...then nothing ever works quite right. The basis of our "teaching" is a Process that promotes Shared Values at every level of an operation.

Our claim to fame is that we can turn any average company or organization into a SouthWest Airlines, Ritz-Carlton, Nordstrom or TOYOTA manufacturer within 36 months with financial results that are astonishing! Customers for our Process understand that the business they are in is the People Business and they want to get that one right. We connect at the heart of an operations "soul" and then build a ground swell of energy around "intrinsic motivators!"

Clients

Clients range from Pepsi Cola to the Kenyan Sugar Board to ARAMCO Saudi Arabia, to Goodyear Tyre of Australia. We include FORD Asia Pacific as a client and the TRANE HVAC organization. Over 300 clients in all in just 20 years!

<http://www.lebow.com>

Bellevue
WA

Organizational Consulting

BULL MARKET

Design North, Inc.

Design North's niche is branding for the retail environment. We help clients build desired brands and manage them as well as develop packaging, pos and communications that preempt, differentiate and motivate.

A desired brand is one of a company's most valuable assets and we help them achieve this complex marketing objective.

We are experts at branding for the retail environment. Calling upon a talented team of specialists from a variety of disciplines, we are able to create strong brands by grounding dazzling design in sound marketing. We make sure your consumers not only identify your product, but also identify with your product.

We also act as brand stewards for a number of our clients that don't have the staff available to take on this responsibility. In many cases our clients have experienced double digit sales gains by developing new branding and or packaging. That was the only change in their marketing mix.

Clients

Our clients include: Gardetto's Snack Products, Quaker Oats, Conagra Foods, Birdseye Foods, Kaytee Pet Products, Central Garden and Pet, World Kitchen, Car-X, Turtle Wax, Eldon Office Products, Rustoleum, Heinz USA, SC Johnson, Snap-on Tools, Buddig Meats, Johnsonville Foods, ACCO Brands, Del Monte Foods, In-Sink-Erator, Simplicity, ABB Robotics, Modine Manufacturing Company and others.

<http://www.designnorth.com>

Racine, Wisconsin
(between Milwaukee and Chicago)

Packaging Gurus

BULL MARKET

Quintessential Canada Inc.

At Q, our mission is to design and manufacture creative and intelligent wood box packaging solutions for your products. In-house services also include wood-imprint branding or hot-stamping client logo/artwork. Accessories include leather or metal hardware, hinges, staining, acrylic lids, wood excelsior fill and custom inserts. Short or large runs. Projects are quoted based on client budget, quantity and options you select. See www.woodbox.info <<http://www.woodbox.info>> for more information.

Clients

Clients include: Promotional, Advertising and Marketing companies, Wineries, Entertainment, Branding and Design, Corporate special events and retail programs.

Mississauga, Ontario, Canada.

<http://www.QuintessentialCanada.com>

Packaging Gurus

BULL MARKET

WayToWork

We design / develop packaging for packet seed companies, gourmet food companies, and other companies and organizations requiring unique small-package designs for retail, direct-mail, and advertising specialty uses.

As a small design / marketing firm, we are able to take the time to assist the immediate customer in focusing on their strengths and, at the same time, differentiate themselves, not only from their competitors; but, from the 100's of other distractions that could claim the ultimate customer's attention. We pay close attention to the immediate customer's culture, management style, and other peccadilloes that often impact marketing and design outcomes.

Clients

<http://www.waytowork.com>

Ellisburg
NY

Packaging Gurus

BULL MARKET

Activate Marketing

I have the connections and knowledge to fast-track campaigns and maximize return on investment (ROI).

Contributing to the sale is where Activate comes in. We build partnerships, sponsorships and promotions that leverage restricted budgets and activate marketing plans to return 100-500% of value back to our clients.

Along the path to the shopping cart our clients (among other objectives) must capture awareness, generate leads, communicate to the trade, encourage pull at retail, secure strong or better positioning at retail, capture the purchase, build loyalty and then reward the customer for their purchase.

Primarily, our partnerships stem from entertainment based properties: theatrical films, video and DVD releases.

Clients

Screenlife, Mattel, Pro-Active Media, Pete's Gourmet Confections and MGM Home Entertainment.

Woodland Hills, California

<http://www.activatemarketing.net>

Partnerships, Sponsorships and Promotions

BULL MARKET

VARO Strategies, Inc

Entrepreneurs across industries MUST focus on the "business of business", rather than the "busy-ness" of business. Alliance with Professional Employment Organization's (PEO's) enable outsourcing of myriad operations freeing the visionary to focus on their Purple Cow instead of red tape. Utilizing a PEO broker diffuses the doubt instilled from a single sourced sales rep. VARO Strategies, Inc., encompasses reaching the most compatible PEO's while ensuring accurate and fair quotes, assuring proper client and PEO partnership.

Through my services, any company, in any industry, can streamline their efforts, protect against unnecessary liabilities, provide Fortune 500 level employee benefit packages, rest assured that government compliances are met, reduce administrative costs, institute essential human capital programs, and more. All of this without losing control of their business and their vision.

Clients

Through my services, any company, in any industry, can streamline their efforts, protect against unnecessary liabilities, provide Fortune 500 level employee benefit packages, rest assured that government compliances are met, reduce administrative costs, institute essential human capital programs, and more. All of this without losing control of their business and their vision.

elizabeth_boston@sbcglobal.net

Houston
TX

PEO Broker

BULL MARKET

PeopleFirst

At PeopleFirst, we believe that companies do not succeed or fail. It is, instead, *people within those companies* who determine the degree of success a company achieves. Two statements define our objective.

1. A leader cannot be successful unless the people who report to him or her are successful.
2. If you always do what you always did, you will always get what you always got.

Business leaders must ensure their direct reports complete their jobs successfully. If the techniques a leader uses do not achieve the required results, the leader must do something different. PeopleFirst helps companies identify and implement something different.

PeopleFirst improves businesses by improving their people. Our clients are businesses and organizations that 'get it'—that realize the importance of improving their people. They have 'purple vision' and strive to create 'purple results.'

Clients

American Express, Junior Chamber Family AIDS Network, Mount Aloysius College, The Catanese Group, The Lehman Center, University of Pittsburgh at Greensburg, 21st Century Leadership Institute

Johnstown
PA

<http://www.peoplefirst.net>

People Improvement Specialists

BULL MARKET

Panoramic Feedback

A company that IS great, not just looks great, will sustain its image beyond the surface through outstanding performance by its people. Panoramic Feedback provides the tools and support to evaluate a company's people in their actual performance through 360-degree feedback and organizational surveys, and help them develop to be the best they can be. Aggregate reports provide organizations with the big picture and give direction to strategic planning to achieve and maintain "Purple Cow" status.

Clients

United Airlines, Port of Portland, KoSa Manufacturing, Danaher Group, Eaton Corporation, Maryland Department of Health, Minnesota Department of Transportation, Canadian Government, Norske Skog Norway

Toronto Canada

<http://www.panoramicfeedback.com>

Performance Appraisal and Development Tools

BULL MARKET

Future Now, Inc.

Future Now, Inc. is a marketing boutique focused on helping clients convert their website's traffic into leads, customers and sales by applying persuasion architecture, copywriting, usability and web analytics to design, redesign and optimize websites and other online marketing efforts. Future Now's services range from free and low-cost resources for the do-it-yourselfer, mid four-figure assessments and tactical consultations to long-term six-figure engagements. Future Now shares its unique and proprietary processes and expertise with a broad range of online and multi-channel B2B and B2C clients worldwide by providing training, consulting, assessment services and publications.

We help client create persuasive experiences on their website so more of their visitors convert to sales, leads or registrations, etc. We have focused on doing this since 1998 and have created "Persuasion Architecture" a methodology for building these high converting sites (theLeoDiamond.com has a 54.1% conversion from a 0.86% previously).

Clients

Leo Schachter Diamond Wholesaler, Price Waterhouse Coopers, Max-Effect Ad Designer, CafePress, Volvo International, BuyTelco, Travel Alberta, Agora Publishing, iProspect.

<http://www.futurenowinc.com>

Brooklyn
NY

Persuasion Achitect

BULL MARKET

Omni-Photo Communications

Need to translate words into images? Our experts find the right image quickly and efficiently. For 25 years, Omni-Photo Communications, Inc. has provided photo and fine art research for all media. Auxiliary services include project management, permission clearance, and a stock image collection with 150,000 rights-protected images representing a diverse group of photographers and artists.

Every client is important to us. We offer personalized service and adapt to your individual systems. With a proven track record, we anticipate the needs of the project and solve problems before they arise.

No project is too large or too small. When you need one image for an advertisement, 20 for a brochure or 5,000 for an encyclopedia, we help you achieve your project goals within budget and on time.

Clients

CNBC, Culinary Institute of America, Design 5 Creatives, Glencoe/McGraw-Hill, Harvard University Law School, Holt Rinehart & Winston, Inc., IMP (International Masters Publishers), Jostens, Legacy Television, Natural Resources Defense Council (NRDC), New York Hall of Science, Pearson Education, Reader's Digest, Storm King Art Center

New York
NY

<http://www.omniphoto.com>

Photo Research

BULL MARKET

Louis Lesko Photography & Film

Shooting from the other side. Gobs of experience combined with a completely digital shop. We have taken the filmmaking model and applied it to photography. This allows us to pull in the very best talent specific to the job. We are digitally based with a post strategy that turns jobs around for web based client viewing in hours after a job is shot. Multi-day jobs get have clients looking at "dailies",

Clients

Honda, ATT, Vespa, CHW, Quest, Best Western many magaizne covers.

Los Angeles, CA

<http://www.louislesko.com>

Photography and Film

BULL MARKET

IDES - One Source.

IDES is Google for the plastics industry. For example, if you wanted to buy a bicycle that is only manufactured in China, with Google you're two clicks away from the information you need to make an informed buying decision. It's the same for IDES customers. With an IDES plastics search engine (called Prospector), users are two clicks away from locating vital data about materials to help them choose which plastic to use when manufacturing an automobile dashboard, a cell phone case, a plastics gym set for your little one - you get the idea.

In a nutshell, IDES provides off-the-shelf and custom search engines and databases for both buyers (Injection Molders and OEMs) and sellers of plastic materials (Manufacturers and Distributors).

Clients

3M, GE, Dow, BASF, DuPont, John Deere, B. Braun, Gillette, Apple, Nike, Etc..., ad nauseum!

Laramie, Wyoming

<http://www.ides.com>

Plastics Data Specialists

BULL MARKET

DISME INTERNATIONAL

Our slogan is: DISME - for your market success. We strive not only to design, produce and transport P.O.S. Material but to help clients to reach success - whatever their goals might be. This includes to say no if we think we can't contribute. We aim to measure clients success, as to create better products in the re-issues. This strong relationship translates to that 85% of clients work more than once with us. We don't sell products. We offer you a lifetime value. We want your enterprise to be there today, tomorrow and in thirty years.

Contact us at info@disme.de.

Clients

Coca-Cola, Vodafone, Gillette, Nike, Deutsche Bank, Casio Computers, Adidas-salomon, Senator, Dannemann, Puma, L'oreal.

Barcelona, Spain

<http://www.disme.de>

Point of Sale Material

BULL MARKET

maven communications

My clients need me because I get 'it.' I help them talk to their customers, clients, and the media in a way that is human and humane. I don't let them say silly things like 'best-of-breed' or 'enterprise-wide deployment.' I do let them say silly things that are actually clever—silly isn't always a bad thing.

I show them that it's okay...actually, better than okay...to have true conversational conversations with their customers, whether through the copy on their web site or through a story in an industry publication.

I show them that one must not be stoic in order to be professional—in fact, talking in a 'human voice' (thanks Cluetrain Manifesto!) will be more successful than corporate-speakever will.

I show them that it doesn't take a ton of money to become a player in the industry. But it does take a lot of hard work, which we'll do together.

Clients

Cool web analytics firm ClickTracks, brand engineers ZURB, arts marketer-focused Patron Technology, clean design gurus Vollusia, and worthwhile nonprofit Big Buddy, among others. No Fortune 500 accounts, no real household names...which is just fine by me.

Wilmington, NC

<http://www.mavencom.com>

PR strategist/writer

BULL MARKET

Missing Link

Missing Link is a specialist presentation firm, and we're angry! Seriously angry.

We're angry at the forced boredom presenters are submitting their audience to, especially as the alternative is actually easier and takes less effort.

If presentations were all about the visuals, you wouldn't really need us, luckily they aren't, and thus, you do. Missing Link are presentation specialists with services covering strategy, implementation and training. We also look great naked.

We've made it our mission to end this trend by working with our clients to first ensure that they know what they want to say, and then to ensure that they damn well say it (damn well!).

Our weapons of choice are a range of PowerBooks, allowing us to do what we need to do (video? coaching? design?), where our clients need us to do it.

Clients

Standard Bank, Absa Bank, Rand Merchant Bank, Liberty, Old Mutual Bank, Alcon Labs, Deloitte and Touche, Nike, Dimension Data, Swiss international airlines

<http://www.missinglink.co.za>

Cresta
Gauteng

Presentation strategy

BULL MARKET

WisdomTools, Inc.

I help individuals develop personal communication power in team meetings, public presentations, crucial conversations and media interviews.

Standing out in the networked world of work is a paradox. Leaders must be self aware but not self consciousness - a balancing act that only practice can achieve. I provide supportive feedback and direction so people learn to play from their strengths in presentations, crucial conversations, virtual meetings and media interviews. Outstanding leaders must be able to see through themselves and act on their highest values - especially under stress.

Clients

Dell Computer, IBM, Rhyon Technologies, International Sematech, Roxio, South by Southwest Interactive

<http://www.wisdomway.com>

Austin
TX

Presentation, Team and Media Coaching

BULL MARKET

Autelitano Media Group

We're not just printers, we're marketing rainmakers—providing low-cost solutions for the bizarre, unique and/or hard-to-find marketing tools.

Our clients call us looking for custom color and die-cut P-O-P displays, alternative mailers (like those infamous paint cans), books and magazines of all types, custom packaging, bar coding, signs of all shapes and sizes, folders, brochures, catalogs, magnets,—ANYTHING! We welcome all requests, the more off-the-wall, the more fun!

We handle all design and about 75% of production in-house. Our prices are highly competitive and we're always happy to produce one or one million!

Clients

Ocean Properties (Marriott Hotels), Premiere Bakeries, Sandwich Man Pizza Too chain, Snappy Turtle, Berkshire Resort Hotels, Sea-View Optical, Restaurant Out of Denmark, The Beached Boat Company, Boston's on the Beach, Sea-Link Development, Epic Surf & Swim, Nonna's Cafe's ...

Delray Beach, FL

Autelitano@aol.com

Printers

BULL MARKET

Piedmont Press & Graphics

Our clients need us because we are able to assist non-marketing professionals with their marketing projects. Many businesses cannot afford a full-time print buyer or marketing VP and so they need someone like Piedmont Press to hold their hand and give assistance through the process.

We have a full design team, digital copy center, medium size commercial printing operation with presses up to 25" five color, full bindery and complete mailing operation.

Clients

Our clients vary from banks to hospitals with many small businesses included. Our specialty is publications for the equine industry.

Warrenton, Virginia about 42 miles southwest of DC

<http://www.piedmontpress.com>

Printers

BULL MARKET

280 Group LLC

The 280 Group helps companies define, launch and market breakthrough new products by providing Product Management and Marketing consulting services.

We've helped to define and launch over 25 award-winning, industry-changing products for dozens of companies. If you want to ship a phenomenal new product that changes the rules of the industry, we have the experience and skills to help you.

Clients

Apple Computer, Adobe, Palm, Sun Microsystems and dozens of small startup companies working on innovative products and solutions.

<http://www.280group.com>

Los Gatos
CA

Product Marketing

BULL MARKET

ci 3

After almost twenty years of heading Hollands number one creative marketing group FHV (part of BBDO and Omnicom) I decided to become a progress entrepreneur who focusses on melting together brand/talent/design/trend management, like the Bauhaus did with all architectural disciplines in the 20th century.

creative information x creative inspiration x creative innovation = progress

Clients

Amsterdam

<http://www.ci-cube.com>

progress development

BULL MARKET

ePrize

As the leading interactive promotion agency we have developed and managed more online promotions for major brand advertisers than any other firm worldwide. Our unique online promotions motivate specific consumer behavior while establishing one-to-one relationships, capturing priceless consumer information, and creating 'hand-raisers' that support permission-based marketing. Providing strategy, creative design, cutting-edge technology, security, and promotion administration, ePrize has successfully executed over 850 promotions.

Please totally replace the client list with:

Please replace the location list with:

Please replace the URL with:
www.eprize.com

Clients

MasterCard, adidas, ConAgra Foods, AT&T Wireless, United Airlines, Pizza Hut, Palm, Netscape, Barnes & Noble, Federal Express, Ford Motor Company, GAP, Procter & Gamble, Lifetime Television, Unilever, and GM.

Detroit, New York, Chicago,
Los Angeles and London

<http://www.eprize.com>

Promotions

BULL MARKET

Fast Heat

We bring products to reality. Our customers come to us with concepts and we convert those concepts into products.

Clients

Hewlett Packard, American Standard, Apple, Starbucks, Boeing

Elmhurst, IL

<http://www.fastheat.com>

Prototypers

BULL MARKET

Krupp Communications

Krupp Communications (K2) is a dynamic public relations firm, specializing in the creation of bulls-eye publicity. Clients consist of Authors, Celebrities, Entertainers, CEOs and Corporations, as well as new and repositioned products and services.

Heidi Krupp is the publicist for Anthony Robins, the leader called upon by leaders. She represents Dr. Arthur Agatston, author of the #1 New York Times Best Seller The South Beach Diet.

Clients

Denise Austin, Dr. Phil McGraw, Anxiety Disorders Association, Catherine Crier, Christina Ferrare, Faith Popcorn, BMG, Body By Jake Enterprises, Barbara Walters Specials, Canon USA, Don't Quit Foundation, CompuServe, BSMG Worldwide, Ferrari North America, Harper Collins, Hanes Hosiery-Sara Lee, Hyperion, McGraw Hill, Levis Strauss & Co., Microsoft, Marina Maher Public Relations, Nabisco, Warner Books and The Nature Conservancy.

New York, NY

<http://www.kruppkommunications.com>

Public Relations

BULL MARKET

Louis Karno & Company

At Louis Karno & Company we give guidance to organizations that need a voice for their message. We believe in a total approach, one that combines all forms of marketing and design, but one that is driven by public relations strategies based on the individual needs of our client. We work to build understanding through third parties (such as the media, opinion leaders, colleagues) that have credibility with target audiences.

Nothing is as direct and as effective as public relations. As a result, we get the job done affordably and intelligently.

Clients

Highland Games, SATA/Azores Express, New Hampshire Historical Society, Author Peter Bielagus, Canterbury Shaker Village, Easy Rider Tours, Nautiques Fine Nautical Antiques, Plaidswede Publishing, The Rosewood Country Inn, SATA/Azores Express Airlines, The Waterville Company

<http://www.lkarno.com>

Concord
NH

Public Relations

BULL MARKET

Pat Meier Associates PR

Pat Meier Associates Public Relations was established in 1984 as a full service agency with talented professionals who have built trusted relationships with the media and have at their disposal all the best tools to communicate on behalf of their clients.

Our leadership creates PR programs that utilize the talents of in-house writers, audio and video production pros, PR strategists and contact professionals to provide you with a comprehensive program that fits your budget and your goals.

Clients

Our clients are innovators in technology, ranging in from large publicly held companies to smaller, energetic and ambitious businesses.

<http://www.patmeier.com>

Mill Valley
CA

Public Relations

BULL MARKET

RLM Public Relations, Inc.

RLM PR was founded in 1990 in New York by reporter/author Richard Laermer, who has written Native's Guide to New York, trendSpotting, Get On With It (Internet guide to all communities), and the now famous Full Frontal PR: Getting people talking about you, your business or your product. RLM is a full-service PR firm serving the widest possible range of consumer, publishing, healthcare, entertainment, and what we call "mid-tech" clients using the aforementioned technology clients using the Full Frontal Approach™.

We take clients out of context a bit, add some humor usually, and create a great story that's out of left field. When it's done well, consumers become more loyal, investors take note, and the message gets not only delivered, but talked about. Clients subscribe to our theory – Full Frontal PR – balls to the wall – stop at no time until results are gotten. Lots of companies have Agencies of Record. We're their Agency of Results!

Clients

Barnes & Noble, Fujifilm, Allergan, Comcast Ad Sales, Weathernews, Giant Magazine, and others.

<http://www.RLMpr.com>

New York
NY

Public Relations

BULL MARKET

John Fries Communications

I bring a very creative, innovative and collaborative approach to public relations and marketing that motivates companies and organizations of all sizes to go beyond "outside the box" thinking (now a cliché) and shatter the box completely. By challenging and encouraging clients to assess existing points of differentiation as well as develop new ones, we're able to develop unique, integrated strategies that encompass branding, public relations and marketing. This drives the development of PR and marketing materials and tactics that enable them to embody a specific brand, plus stand out in the marketplace and apart from their competitors.

Clients

A few current clients include Savvior Technology Solutions, Oakleaf Personal Care Home, Concrete Restoration by Geno and the forthcoming movie "No Regrets."

Pittsburgh, PA

johnfries@aol.com

Public Relations and Marketing

BULL MARKET

The Appleman Group

Founded in 2000, The Appleman Group is a full-service public relations firm – but with a twist! We are recognized as one of the leading virtual agencies in the country specializing in technology, healthcare, real estate and clients who provide a range of professional services.

Consistently recognized for delivering outstanding results and quality service, The Appleman Group is comprised of a team of seasoned communications strategists, augmented by alliances with advertising and marketing communications resources located in New York City, the Midwest and the West Coast.

Our philosophy is simple – to deliver high value results. We understand that while public relations and marketing budgets may be limited, our client's expectations are justifiably always high. Our ability to achieve outstanding results has caught the eye of many in the industry. For example we're often mentioned in PR Week, PR News, The Ragan Report, and several other industry publications.

Clients

Our clients range from Bank of America to a small environmental engineering firm with two employees. In addition to our own clients such as The Winter Consulting Group, The Global Realty Network and several fast-growing medical device developers and manufacturers, we often are called upon to work collaboratively with large international PR agencies such as Weber Shandwick and specialized healthcare agencies such as Fischer Health and Chandler Chico Agency, among others.

Los Angeles, California

<http://www.the-appleman-group.com>

Public Relations Strategist

BULL MARKET

Design Tools Monthly

Graphic design technology changes faster than graphic design professionals can keep up with. Reading stacks of magazines and visiting dozens of websites every day isn't an option when a person must finish projects. Design Tools Monthly solves this problem by condensing every important story for graphic design professionals into a 12-page newsletter and online Software Closet. The Software Closet collects all the useful updates, bug fixes, utilities, plugins and fonts that appear each month on the Internet. In essence, DTM is an insurance policy for creative professionals. We do not accept advertising, so we are free to say whatever we believe. We have a proven, 12-year record of advising correctly on new technologies and warning of broken products. Our subscribers in 40 countries depend on us to keep them current in an ever-changing technological landscape.

Clients

Academy of Art College, Adobe Systems, Air Force Media Services, American Institute of Graphic Arts, American Medical Assoc, Apple Computer, Inc., Banta Digital Group, Barnes & Noble Publishing, BBDO Atlanta, Blue Cross Blue Shield Boston University, Bristol-Myers Squibb, Bucknell University, ... Hewlett-Packard, IBM, Idaho Power Co, Illinois Farm Bureau, John Hopkins Univ. Press, Jostens Printing & Publishing, Kansas City Star, ... Los Angeles Times, Loyola Press, Merrill Lynch, MetaDesign AG, Microsoft Corp ...

Boulder, Colorado

jaynelson@design-tools.com

Publication, sort of Trend Analyst

BULL MARKET

Annie Jennings PR

Annie Jennings PR is a top national publicity firm offering clients media placements on major radio shows and networks, breaking news shows and networks, high circulation magazines and newspapers and on major internet sites. Over 7,500 authors, experts, speakers and consultants trust Annie Jennings PR with their public relations goals and objectives.

Annie Jennings PR offers TV, Print and Internet media placements under her famous and revolutionary "Pay For Placement Publicity Program" where clients only pay for secured media placements that air or print. Annie Jennings PR does NOT charge for trying to secure media placements for her clients.

Annie Jennings PR represents authors, experts, speakers and companies for publicity opportunities in Radio, TV, Print & Internet.

Clients

Clients include book authors, experts who would like to appear in the media to become known as a top, national expert in the country, organizations and companies who wish to share a message nationwide, CEO's who would like to appear in the national media and any person or organization who wishes to access national media coverage.

<http://www.anniejenningspr.com>

Belle Mead
NJ

Publicity

BULL MARKET

Broadcast Interview Source

We ensure the news media can know their topics, their issues, and that they welcome media contact. No other service has the reach of the Yearbook of Experts, Authorities & Spokespersons has — in print, on the web at www.Yearbook.com, instantly downloadable free at www.YearbookPDF.com and via LexisNexis. The biggest reason a majority of our clients are renewal clients is we get them interviews with the news media — we get their phone to ring with top media. See results at www.YearbookResults.com. The other side of our client base is the news media — we provide our service to them free of charge, and they have requested tens of thousands of copies of the printed Yearbook, and in the last six months have downloaded thousands of copies of the new free electronic Yearbook.

I choose PACKAGING GURUS, for we help people package and present themselves — we give them all the tools, from our NewsReleaseWire.com to our Media Contact BlueBook.

Clients

There is a spread on pages 8 & 9 in our brochure at www.Yearbook.com/brochure.pdf that shows many of our clients. Or search on keyword of interest at www.Yearbook.com. National Speakers Association, Institute of Management Consultants, US Army War College — groups and people who rely on the media to get their news out. Lots of Speakers, Authors, Experts, Associations, PR Firms for their clients — literally all kinds of groups that welcome publicity.

Washington
DC

<http://www.yearbook.com>

Publicity

BULL MARKET

Lark Productions

We invent book concepts and write, edit, and design books for the bookstore market and beyond. We do the heavy-lifting required to get a book created and published; our clients/authors approve every word on every page and end up with a book they can be proud of and a marketing tool unlike any other.

Clients

Seth Godin, Roper ASW, Jeff Meyer and American Forests, Gaynor Minden, Columbia Presbyterian Hospital, Suss Designs, First Signs, Horrow Sports Ventures, John Lithgow, Reverends Floyd and Elaine Flake, David Mellor (Master Groundskeeper, Fenway Park), Kinkos, Entrepreneur Magazine, and many more. Publishers include Simon & Schuster, Hyperion, PenguinPutnam, Broadway, HarperCollins, and others.

Westchester County, New York

lisalark@mindspring.com

Publishing

BULL MARKET

Mark Smalley Direct

Mark Smalley Direct increases advertising sales for email and print publishers.

Publishers typically need advertising revenue in order to survive. My ad sales strategy flips traditional publishing on its head by producing products that advertisers are passionate about.

Clients

Email, Web and Print Publishers in 12 countries. Also major search engines, email newsletters, blogs, discussion lists and print newsletters.

<http://www.marksmalley.com>

Camden
ME

Publishing Advisor / Ad Sales Guru

BULL MARKET

Mercury Radio Research

Mercury is the Radio industry's Perceptual Research Specialist. We provide strategic audience research, Brand-building expertise, and marketing consultation to Radio Broadcasters and Satellite Radio

Bland Radio is the enemy of attention, trial, loyalty, and passion. Mercury helps radio stations and group owners ban the bland. We tap into what moves their listeners with incisive and original marketing research. Then we help stations design marketing, programming, and positioning themes that build ratings and generate fans.

Clients

America's largest and most prominent Radio broadcasters, including Infinity Broadcasting, Clear Channel, Sirius Satellite Radio, and more.

<http://www.mercuradio.com>

San Diego
CA

Radio Industry Research and Marketing Firm

BULL MARKET

Bradley-Morris, Inc.

Bradley-Morris specializes in performance recruiting for engineering and technical positions with a focus on talent. By utilizing the performance measures of the military (an assessment and ranking of tangible technical skills and intangible character qualities by peer group); assessing the transferable technical skills, developing candidate profiles and profiling the needs of our clients, we are able to rapidly provide a consistent candidate with proven leadership, maturity and other strong character qualities and rapidly present multiple candidates through our hiring conference process.

Clients

ABB, ABC Supply Co., ADS, Advanced Auto Parts, AEP, AG Power, Agway, Airborne Express, Alcoa, Allegro Microsystems, Alstom, Amazon, American Standard, Amway, AOL Time Warner, Arrow Electronics, Atlas Copco, Avon, Ball Corporation, BBA Fiberware, Belfor USA, Bombardier Aerospace, (and the rest of the alphabet).

<http://www.bradley-morris.com>

Norfolk
Virginia

Recruiting (military)

BULL MARKET

Strategic Impact!

Founded in 1999, Strategic Impact! is a referral coaching consultancy that advises, trains and teaches professionals, businesses, sales teams, and private practice individual how to better harness the use of professional referrals and introductions. In excess of 5,000 professionals have used, or are currently using, Strategic Impact's copyrighted referral training materials. These materials include personalized coaching, system manuals, audio CDs, E-books, Special Reports, and more.

Referrals and introductions are the simplest, fastest way to more clients, more income, and a more satisfying career. Yet nearly 86% of business people don't effectively know how to discuss or ask for referrals or personal introductions in a consistent fashion.

Our copyrighted 4-Step HELP(r) System of Referrals explains the necessary steps to an organized approach to more business referrals and introductions than you can handle.

Clients

Merrill Lynch, AG Edwards, Raymond James, American Express, UBS, Morgan Stanley and over 25 other firms worldwide, including the industries of financial services, banking, real estate and legal.

Vero Beach
FL

<http://www.strategic-impact.com>

Referral Coaching

BULL MARKET

Paramount Cards

By building on Seth's concept that people have everything they need and almost everything they want, EXCEPT TIME,

We evaluate and create innovative custom consumer products that
DRAMATICALLY increase sales!

Clients

Major retailers of general merchandise—Worldwide

Pawtucket RI

<http://www.paramountcards.com>

Remarkable Card & Gift Products

BULL MARKET

MotiveQuest

MotiveQuest lets you see online word of mouth.

Our software helps us literally lay a blanket over category conversations in order to better understand consumer motivations.

We have used this approach to help leading companies and their agencies:

- Uncover unseen product ideas
- Launch a new brand
- Understand competitive activity
- See conversations around a key industry event
- Gain new insights into buyer behavior
- Develop new communications strategies

Clients

One of the top three console gaming brands, one of the top three car manufacturers, one of the top three cell phone companies, one of the top three computer manufacturers, etc. Sorry, we keep our client names confidential.

Chicago, IL

<http://www.motivequest.com>

Research - Online anthropology

BULL MARKET

AdTools

AdTools transforms casual brand acquaintances into brand evangelists.

Internet marketers have realized that they need to achieve a deeper level of involvement with their target audience. Email, banner and website campaigns are a basic ingredient of their marketing mix, but each of these tactics have problems. Email campaigns depend on open rates which are declining every day; websites require return visits which are hard to achieve; and banners deliver a shallow and possibly unnoticed branding experience.

AdTools internet-enabled applications provide a deep, immersive and persistent consumer experience. By gaining acceptance at program installation the branded application achieves the ultimate level of permission marketing.

Clients

Our clients are market leaders and innovators who are owners of the world's top brands. They are Fortune 1000, top entertainment, and other world class companies who are striving to maximize their brand value. Examples are Disney, Warner Brothers, Twentieth Century Fox, Vail Resorts, Kimberley Clark, Unilever, and Pepperidge Farm. We also service top ad agencies such as Tribal DDB, Digitas, Grey Interactive, Beyond Interactive, Agency.com, and OgilvyOne.

Boston and London

<http://www.adtoolsinc.com>

Sales and Marketing

BULL MARKET

Cambridge Associates

We help clients define their marketing strategies and build the value messages and communications skills to implement them.

Our unique 'Two Minute Message™' technique is at the heart of everything we do. You can use it to sell the value of your organisation, to plan a major presentation or to make a winning proposal.

We offer workshops, brainstorming sessions, training events and practical support. 'The Straightforward Guide to the Two Minute Message' is available from booksellers world-wide, or via the CA website.

Clients

Major computer and technology companies in the UK (most of the known names); major communications companies (BT, Energis); 'start up' businesses in the West London area; housedustmite.com - an allergy information organisation (and a damned good one too!)

<http://www.cambridge-associates.co.uk>

Hampton Hill
Middlesex

Sales and Marketing

BULL MARKET

Cornerstone Communications

Cornerstone Communications is an entertainment marketing company. We actively listen to our clients in order to create marketing and promotion strategies that are the most beneficial. We specialize in creativity, reliability, and excellence. Because of our high standards, we have worked with some of America's best-known companies and brands

We have created audio cds, cd-roms, and worked with music artists and record labels. We listen, we understand and we create compelling ideas for them. Then, we execute.

Clients

Ford, Dr Pepper, McDonald's, Mr. Coffee, Neutrogena, Kraft, The Home Depot, Wal-Mart, CBS, Coors, CMT, PBS, Pillsbury, Krsipy Kreme, Launch Yahoo!, E-Bay, Ping and the Academy of Country Music to name a few.

<http://www.cstonecommunications.com>

Nashville
Tennessee

Sales and Marketing

BULL MARKET

Davies International

We help companies and people see a better vision of themselves and we provide the tools and knowledge to become that vision! Davies International is a management consulting business focusing on brand and marketing solutions to produce long term growth for our clients.

Clients

Binney & Smith, Crayola, Hunt-Corp, Elmers, University of British Columbia, Simon Fraser University.

Vancouver, Canada

<http://www.daviesinternational.com>

Sales and Marketing

BULL MARKET

Duplex Marketing

Consumer Goods companies should hire Duplex for a unique combination of knowledge and implementation capabilities, applying technology to reach remarkable marketing results.

Duplex Marketing develops below-the-line marketing projects, including promotions, loyalty schemes, and product sampling, with four key differentiating elements:

- Know the market.
- Use technology to improve impact on customers.
- Combine strategy and implementation.
- Build on a networking model.

Clients

Duplex specializes in FMCG clients. We have worked for companies such as Sony, Unilever, Dannon, Pernod Ricard, or Storck (Werther's Original).

Barcelona, Spain

<http://www.duplexmarketing.com>

Sales and Marketing

BULL MARKET

Earthquake Media

Meet media master and commander, Jes Santoro. A leader of the field, Santoro has expertly matched top credentials in traditional media and marketing with a passionate interest and commitment to digital and interactive mediums. This winning combination has dubbed him an outstanding member of the team, with ultra focused strategy, unparalleled creativity and a rapport with clients that have established his strength in building long, profitable relationships in advertising and planning.

EarthQuake welcomed the seasoned Santoro five years ago as the Director of Integrated Media. In addition to overseeing all media strategy, planning and buying, he also maintains a steady presence over account management for all EarthQuake clients. It's no surprise that Santoro has crafted and executed some of the company's most integrated and highly acclaimed marketing campaigns for television, print, radio, Internet, out-of-home, promotions, direct mail and wireless media.

Clients

Jes' and EarthQuake's clients include HBO, Cinemax, The Princeton Review, Danzka Vodka, Miken Sports, Balaz Boxing and IUP.com to name a few. These are just a few of the clients that work with EarthQuake and have been beneficiaries of Santoro's ultra-savvy media connoisseurship.

New York City

<http://www.earthquakemedia.com>

Sales and Marketing

BULL MARKET

iPerceptions Inc

Listening To Real Customers

Capturing Real Experiences

Discovering The Issues That Matter Most

Helping You Today, Make The Right Decisions For Tomorrow

iPerceptions' business intelligence solutions capture actual web site visitors within the context of their actual site visit and discover the issues that matter most to them. iPerceptions help organizations align their web site initiatives with the wants and needs of their actual web site users. These solutions use proprietary predictive modeling to measure & evaluate independent elements of a user's total web site experience to predict how various site attributes impact site satisfaction. The solutions deliver reliable decision-support, actionable information and industry best-practice benchmarks resulting in enhanced user loyalty, increased profits & a more solid ROI.

Clients

GM, Nasdaq, Reebok, Wells Fargo, Honda, L'Oreal, EDS, Pfizer, Holiday Inn, Volvo, Mazda, Radisson, DaimlerChrysler

New York, Montreal, Toronto, London

<http://www.iperceptions.com>

Sales and Marketing

BULL MARKET

James P. Cecil Company

"Outta sight is outta mind and outta mind is outta money, honey". As Mae West put it, we help clients develop go to market with processes that make customer touching as simple as sign and mail.

Sales reps hate follow up but benefit wonderfully when firms handle most of the vital minutiae of staying in touch for them.

Clients

We serve businesses like Microsoft and their reseller partners, Ingram Micro, Cancer Treatment Centers of America and others use permission based, one to one go to market campaigns to gain attention, interest, permission and understanding with sequential messaging strategies and help them leverage their CRM software solutions.

Redmond Washington, USA

<http://www.nurturemarketing.com>

Sales and Marketing

BULL MARKET

Joanna Belbey

Every Purple Cow needs someone who can transform that great idea into action. My clients appreciate my flawless execution of marketing campaigns and depend on me to get thing done: on time, on budget and on strategy.

Clients

Fortune Magazine, The Economist, AIChE, American Craft Council, New York Institute of Finance (Pearson), NASDAQ, The World Trade Institute, United States Postal Service

Brooklyn, NY

<http://www.belbey.com>

Sales and Marketing

BULL MARKET

Journey Avenue

Journey Avenue, founded by award-winning marketer Kelly O'Neil, offers nationwide marketing, personal branding and business strategy coaching programs and consulting services to service professionals, small businesses and their teams. O'Neil personally developed programs for small businesses that are proven to create more profit in less time.

A strong business foundation and powerful branding are essential to the success of service professionals. They are an investment in the future growth and prosperity of your business. Journey Avenue has designed programs with the needs of service professionals in mind that are cost effective, flexible and create amazing results.

Journey Avenue serves small businesses in three ways: group coaching programs, small business consulting packages and retainer-based consulting/coaching.

Clients

Kelly founded Journey Avenue in 2001 to work with top performers in the professional service industry including coaches, consultants, authors and speakers. Kelly helps her clients develop a powerful personal brand and implement business and marketing strategies that increase their revenue and decrease their workload. In 2003, Kelly received the Compass Award from the Public Relations Society of America recognizing excellence in public relations strategy and execution.

Los Gatos
CA

<http://www.journeyavenue.com>

Sales and Marketing

BULL MARKET

Massini Group

Massini Group provides an end-to-end suite of CRM sales funnel acceleration services. The service suite, Dialogue StrategySM, is a methodic approach to identifying all of a client's prospects within a certain market area and systematically advancing relationships with key decision-makers. The program includes sales funnel development, data mining and database management, a multi-touch campaign strategy, integrating appropriate media, proven campaign execution and clear performance metrics.

With Dialogue Strategy, Massini Group delivers advanced, valuable relationships to our client's CRM database or software for presentation and follow-up by sales. We dramatically improve cost-per-lead-in some cases by a factor of 36. And unlike traditional marketing services companies that focus specifically on direct marketing, telemarketing or Web, Massini Group services represent a complete, media-independent solution.

Clients

Past and current clients include: Hewlett-Packard, Microsoft, Dell Computer Corp, American Express, Infineon, StorageTek, NCR/Teradata, EMC and McDATA.

Hillsboro, Oregon

<http://www.massini-group.com>

Sales and Marketing

BULL MARKET

mavens & moguls

Mavens & Moguls is a strategic marketing consulting firm made up of former Chief Marketing Officers and seasoned marketing professionals. We work with venture capitalists, entrepreneurs and business executives who seek expert marketing advice and innovative ideas without the overhead of a full-time marketing staff. If:

your company is trying to raise capital
your business is launching a new product or service
you want to grow or invigorate an established brand
you need to develop a promotion strategy and plan
you want to create a media strategy and plan
you need to execute a marketing campaign

...You've come to the right place.

Clients

We have worked to solve branding and marketing challenges for everyone from the Sundance Film Festival, Delta Airlines, venture capital firms, early stage companies, Sprint, mid market firms to non profits—you name it. We are passionate about great marketing and do not focus on any particular industry.

<http://www.mavensandmoguls.com>

cambridge
ma

Sales and Marketing

BULL MARKET

Motivation Coaching, Inc.

My clients need me to exceed their expectations of revenue goals. In effect, my partnership with clients enables them to breakthrough sales plateaus, artificial ceilings, and identify potential in their fields. In addition, my clients are high integrity individuals looking to excel in their respective fields without compromising their personal values and belief systems. I coach and train them to assess priorities, develop personal success plans and take action to get results.

I work with national and international companies to coach them to better bottom line performances. This includes sales and executive coaching, and strategy and team building training. In addition, I conduct regional workshops, teleclasses and am a writer working on two books.

Clients

I work with national and international companies to coach them to better bottom line performances. This includes sales and executive coaching, and strategy and team building training. In addition, I conduct regional workshops, teleclasses and am a writer working on two books.

Tampa, Florida

coach@freddieray.com

Sales and Marketing

BULL MARKET

Oncore Group Inc.

We are the leading faith based marketing and promotions company in North America - NO CHEESE. If someone needs to reach the 120 million church goers they usually call us. We know how to say Shibboleth. I have been called a creatologist and one of the idea-leaders in the world.

Clients

Icon Productions, 20th Century Fox, Columbia Pictures, Garden of Life (The Maker's Diet book), Entertainment Events, Regal Entertainment, NAMB, Smalley Marriage Institute

Tulsa OK and Los Angeles, CA

<http://www.oncoregroup.com>

Sales and Marketing

BULL MARKET

Page Zero Media

A search marketing consultancy in Toronto, serving primarily clients in the US. Founder has become a well-known author and speaker on keyword advertising and search technology.

Andrew's clients need his pay-per-click advertising services because he is quite simply the leading expert on keyword advertising in the world. His Google AdWords handbook is popular and widely cited by other search engine marketing experts as the best of its kind. He is a prominent speaker as well, routinely appearing in Search Engine Strategies and Nielsen Norman.

He and his small and dedicated team of pay-per-click advisers consistently produce great ROI for PPC campaigns, a vitally important aspect of PPC advertising that few companies excel at.

Clients

Recent clients include Capital One, Tucows, Gorton's Fresh Seafood, PayPal, Brookbend Furniture, KlinQ.com, ConcreteNetwork.com, and 100 others for whom we've optimized Google AdWords for better performance both before and after the user clicks on a targeted text ad.

<http://www.page-zero.com>

Toronto
Ontario

Sales and Marketing

BULL MARKET

PlanSoft

Quotation from Allstate on recommending I apply for this:

"Since once your clients understand and use the product they are happier - and it's your style of selling it to them with enthusiasm and understanding cause you have been in their shoes."

Clients

Anheuser-Busch; Allstate Financial; York International; Northern Illinois Trust; Symbol Technologies, Best Software; Nalco Chemical, etc.

Twinsburg, OH

<http://www.plansoft.com>

Sales and Marketing

BULL MARKET

Rebel Organization, Inc.

Our marketing organization is directly linked with URB magazine - the leading electronic and hip-hop music publication for over 13 years. Through our longstanding relationships with people involved with this music and it's corresponding culture we are able to execute exeptional and credible lifestyle marketing targeting urban youth culture.

Clients

We work with Scion, a new line of automobiles from Toyota.

Los Angeles, CA

<http://www.urb.com>

Sales and Marketing

BULL MARKET

Schaffer & Partners Inc.

I help technology clients with complex value propositions tell their story beyond their peer group, i.e. to investors, shareholders, prospective board members, etc.

We make it a point to understand boring, complex businesses. And, we find ways to tell your story with humour, relevancy and accuracy.

If people notice and remember you, you're one step closer to impelling them to buy from you.

I help get them noticed with attention-grabbing themes such as: Swear By your numbers, not At them; Get Your ROI- Return On Integrity, ignite the power of Finance.

Clients

A company I represent, Longview Solutions, has garnered much attention with my help. Longview Solutions makes financial software for large global enterprises.

Toronto, Ontario

marilyn_francis@sympatico.ca

Sales and Marketing

BULL MARKET

Sequential Partners

We provide a holistic approach to marketing for our clients. This means that we need to look into their culture and people, before we can talk about how to increase more share of their customer! Hey, at 3000 impressions a day, it's a jingle out there...and then some! Wasn't it said by the famous Eminem that the medium is the message? Man, he was ahead of his time, which is where we try to position our clients, so that they are at least a step ahead of their competition. Our clients need us, because we let them know that we will take a bullet for them...or at least share a headline!

Clients

We work with a wide variety of free-thinking mavericks who are intent on providing something better for their clients. One of our clients is an insurance agency with about 37 employees. Another one of our clients is a car sales company that continues to position itself differently than everyone else. Another client is in the business of providing business telephone systems to a whole range of industry specific organizations.

Indianapolis, Indiana

<http://www.sequentialpartners.com>

Sales and Marketing

BULL MARKET

Shareware-Marketing.net

Most of the time software and shareware authors are excellent in developing code and creating fantastic programs, but they lack the basic skills that allow the software to escape the 'noise' of the hundreds of software that are produced every month. We are here to offer a hand to all those that wish their software to stand out.

Clients

My clients are shareware and software authors that wish to find clean and effective solutions to their sales marketing problems.

<http://www.shareware-marketing.net>

Los Angeles
CA

Sales and Marketing

BULL MARKET

SilverBack Marketing Corp

Unfortunately for many businesses, building a greater mouse-trap doesn't mean they will come.

We teach companies with great mouse traps and mediocre sales how to determine their ideal target clients, then engage and acquire them as profitable customers via a six-step strategy known as the PROFIT System.

The PROFIT System empowers companies to grow their

- * Prospect Pipeline
- * Ratio of Closing Sales
- * Order Size
- * Frequency of Re-orders
- * Identity as an Expert, and
- * Time Return on Investment

Clients

Small Service Businesses without a full-time sales management function. These clients are looking for ways to compete against larger concerns and leverage the unique sales assets they have in their businesses.

Columbus, OH

<http://www.kevinnations.com>

Sales and Marketing

BULL MARKET

The Bradley Group

The Bradley Group acts as the in-house marketing and sales support department for clients — leveraging our sales, marketing, channel and entrepreneurial experience to their advantage. While we are a marketing organization, we are compensated as a sales organization — a small monthly retainer or draw plus a large upside or commission based on results.

We're a performance based marketing firm — that means we're an ad agency that is paid mostly on commission. We know we do good work, we know we make money for our clients and we're willing to put our money where our mouth is. Clients need us we're completely vested in their success.

Clients

Clients are mostly technology survivors that are starting to rebuild momentum. Clients include: Catavo, XNET, SecurePipe, WAV and others.

<http://www.growingco.com>

Wheaton
IL

Sales and Marketing

BULL MARKET

TopRank Online Marketing

TopRank Online Marketing helps companies measurably increase leads, sales and brand visibility online through integrated search engine optimization, online public relations and blog marketing services.

TopRank helps clients achieve increased brand awareness, enhanced Internet visibility and a quantifiable return on investment. We analyze current online marketing performance, formulate a sound web marketing strategy and implement online marketing tactics that help our clients stand out from their competitors.

Clients need TopRank because of our ability to implement the right mix of tactics to measurably increase traffic, leads and sales online.

Clients

Analysts International, BT Syntegra, Electrophysics, Graco, Help/Systems, Life Time Fitness, Pacific Security Capital, Vernier Networks

<http://www.toprankresults.com>

Minneapolis
MN

Sales and Marketing

BULL MARKET

Transform Communications

IN THE INFORMATION AGE, THE GREATEST THREAT TO KNOWLEDGE IS NOT IGNORANCE, BUT CONFUSION.

Here are a few of the ways confusion drains millions of dollars in profits:

- Lost sales resulting from marketing and advertising that fail to win customers with clear and compelling reasons to purchase products and services
- Lost productivity resulting from organizational changes and technology initiatives which are not fully understood, accepted and implemented by employees
- Reduced shareholder value resulting from mergers and acquisitions that fail to integrate cultures, processes, knowledge and people for promised return-on-investment
- Grid-locked public policy resulting from overcomplicated debates which have alienated voters and enabled special interest groups to dominate

We "Cut the Cost of Confusion" with an integrated, strategic methodology.

Clients

BP Amoco, GAF, Halliburton Energy Group, Marathon Oil Company, J. Sainsbury's Grocers (UK), OxyChem, Tektronix and WebTrends

Portland, Oregon

<http://www.transformcom.com>

Sales and Marketing

BULL MARKET

Un-Marketing

Un-Marketing was created out of sheer anger. Anger at people insisting on the only way to market your business was to piss people off enough to pay you to go away. Scott had enough of hearing people say "you might get 400 No's but the next one could be a Yes!" coming from cold-call preachers. He said "No more!" when it came to mailing out 10,000 flyer's, getting a 0.001% response and labeling it a "success".

Un-Marketing stands on a very basic principle when it works with Purple Cows: Business is built and sustained based on relationships.

Clients

I work with the select few that realize when they hate receiving a cold call from someone else, it's not good business to hang up afterwards and start doing the same thing to build their own business. My clients are the ones that believe everything about business comes down to relationships and want to enhance those with their target market instead of adding to the bombardment of ads that we daily receive, even at the urinal (what will they think of next?)

Oakville
ON

<http://www.Un-Marketing.com>

Sales and Marketing

BULL MARKET

UNCONSULTING

UNCONSULTING is a marketing and sales strategy firm focused on taking clients where they've always wanted to go. Does Tiger Woods really NEED a golf coach? Of course not. But he wants one... simply to raise his game. And to KEEP winning. People in organizations call us when they want to:

- Revitalize a sales group
- Create stronger brands and clearer market differentiation
- Unlock fresh insights that lead to new opportunities
- Set higher standards for generating revenue

On a personal level, our clients want to:

- Increase sales performance
- Replace complacency with commitment
- Replace conflict with collaboration
- Unleash personal creativity to solve old problems in new ways
- Raise the bar on value, effectiveness, and results

Clients

UNCONSULTING founder David Newman has worked with Fortune 500 firms as well as solo entrepreneurs, and growing companies in between (AstraZeneca, HP, Towers Perrin, CPASolutions.net, Focus Personnel). Our primary aim is to unlock your marketplace success (increased sales, higher margins, more clients) more quickly than you imagined possible.

Bryn Mawr
PA

<http://www.unconsulting.com>

Sales and Marketing

BULL MARKET

Weinrib & Connor

The marketing department on the client side has less time for execution, sales and distribution are such all encompassing goals. They need excellence, faster, better, and cheaper. We deliver on all three and provide Madison Avenue look and tone at Westchester prices. You can get New York without paying the overhead! We have 2 writers, 2 art directors, one terrific business development pro who actually sells for our accounts and routinely meets sales expectations, and we have a dedicated team of "back office" heroes who make it all look so easy, when in point of fact, it is a mind-numbing barrage of ever changing minutiae that must be grappled, sorted out and served up as the big picture, effortlessly. With 26+ years experience and a leading digital design capability, we even produce broadcast level TV on macintosh platforms (ok, we do hire photographers and cinematographers.) Whether its consumers, business targets, or a fickle press, we know how to execute and achieve the desired goal.

Clients

Blue chip and middle market companies come to our full service marketing agency for everything from traditional advertising to e-marketing. Our work works. We are accountable, and we don't take on a client unless we know in advance we can deliver the client's goals. Past clients have included Philip Morris, GE Capital, Dr Pepper/Seven Up, The City of Yonkers, and current clients include The Borough of The Bronx, ExxonMobil Aviat, and GHP Office Realty.

tac@weinconn.com

White Plains
NY

Sales and Marketing

BULL MARKET

Young & Successful Media

Organizations that want to reach the most creative, ambitious, inspired and entrepreneurial movers and shakers in the 18-34 demo turn to Young & Successful Media for our unparalleled access to this audience, intimate understanding of what drives and inspires them at their core, and innovative solutions to making advertising and marketing campaigns more intimate and compelling.

As the authors of the recent New York Times Bestseller, *Secrets of the Young & Successful: How to Get Everything You Want Without Waiting a Lifetime* (Simon & Schuster, June 2003), we have our own extensive library of fresh, targeted content (IP) that can be custom sculpted to reinforce marketing messages with highly impactful, emotional, entertaining, educational information.

Clients

Visa, Subway, Ernst & Young, Business Week, Oxygen Media, Mobil Oil, National Foundation for Teaching Entrepreneurship, Junior Chamber International

Los Angeles, CA

<http://www.youngandsuccessful.com>

Sales and Marketing

BULL MARKET

Sean Heydon

I perform magic in sales presentations, making a stand at a trade show, or presentation in a day of lectures a "purple cow".

People remember the products I talk about because they remember me! This generates awareness of a company and its products and the "sneezers" tell all their friends about it. More Awareness = More Customers = More Sales = More Money.

I guarantee to generate awareness.

Clients

National Exhibition Centre, National Space Centre, The Orient Express, Rieker Shoe, are my most recent clients.

Northamptonshire, United Kingdom

<http://www.seanheydon.co.uk>

Sales and Marketing—Corporate Magician

BULL MARKET

Steve Lauterback Marketing

I am a marketing advisor to the owners of small and midsize companies working directly with the CEO to formulate and implement their marketing strategies. The process begins with a three-month program that gets early results in building a distinguished external profile, finding likely prospects and enhancing customer interface; key factors in selling more and making more money.

Clients benefit from 30 years of diversified sales and marketing management experience. I have owned my own business and held positions as marketing vice president, sales director and product manager within closely held businesses and large public companies.

Clients

Current clients include: An Injection Molding Company, HVAC services provider, Floor Covering Distributor, Recruiting Firm, Custom Glass Manufacturer, and Commercial Painting Contractor. I have worked with companies in insurance, computer training, facility services, financial services, network consulting, graphic design, medical foods, distribution, environmental, manufacturing, pest control, closet installation, and many others to grow their businesses

<http://www.SLMKTG.COM>

Morristown
New Jersey

Sales and Marketing for Small Companies

BULL MARKET

BLOOM

We help brands and their people to create consumer driven marketing innovations. Innovations which are simple, surprising and relevant for the consumer. Our working method is based on: Innovation = consumer needs insight + focussed creativity + multi-benefit concept. How do we create successful innovations?

Step 1: We always start by giving insights into trends and the relevant consumer needs. Together with the client we choose which consumer needs are relevant for his category and brand. This step results into fresh brand opportunities.

Step 2: We use focussed creativity as brainstorm technique to create new ideas, by using benchmarks from different business categories. Creating new ideas will not be Hocus Pocus, but Focus Pocus.

Step 3: To translate relevant ideas into successful concepts we create a multi-benefit concept. The basic idea is strengthened by adding extra benefits to it. A multi-benefit concept attracts more customers, simply because it gives more reasons to buy.

We believe that innovation will only be successful if the client is the creator of the innovation. Our task is to facilitate and inspire the innovation process.

Clients

Bacardi-Martini Netherlands, Rabobank, Dr van der Hoog (cosmetics)

Utrecht, The Netherlands

<http://www.tobloom.nl>

Sales and Marketing innovation

BULL MARKET

Sabah and Company

For more than 20 years helping individuals create Speech and Book Titles that Sizzle and Sell.

Databases of Denver, Colorado area who need speakers on a regular basis.
PLUS, Colorado Corporations and Associations needing speakers.

My database of 960+ Radio Talk Shows who interview guests by phone is
UPDATED every six months. I've been a guest on 668 shows ALL FROM
HOME, ALL IN MY BATHROBE.

Clients

Whether you have a book to sell, or a story to tell ... I have helped more than
2,500 clients get on Radio Talk Shows all across America

<http://www.joesabah.com>

denver
co

Sales and Marketing—Radio Talk Shows

BULL MARKET

The Cygnal Group

The Cygnal Group is a consulting firm offering expert design assistance and high-value ongoing execution of the sales planning process.

Revenue matters.

Motivated sales people generate more revenue.

Great compensation plans and sales goals motivate sales people.

We know how to align compensation plans and goals with selling priorities to make the numbers better.

Clients

Our clients are companies selling through a direct sales force. Representative clients include Prometric (a Thomson company), and Unifi.

<http://www.cygnalgroup.com>

Chapel Hill
NC

Sales compensation design and goal setting

BULL MARKET

Technology Marketing Tool Kit

There are two ways a business owner selling IT Services can learn how to market their business:

1. Trial and error. This is time consuming, expensive, and frustrating.
2. Hire me. I am a "best practices" encyclopedia on marketing IT services and products. I can take the guesswork out of generating qualified leads, closing more business, and fueling word of mouth advertising on a small budget and a short time frame. How? I've had the unique privilege of working with hundreds of IT service and product companies to develop, test, and validate marketing systems proven to work.

Clients

NASBA, CompTIA, ASCII, Logical Business Solutions, NetBase Technologies, Mt. View Systems, 3rd Wave, SurfControl, Country Computer, Unique Edge Technologies, Computer Technologies of Wisconsin, Direct Link

Franklin, TN

<http://www.technologymarketingtoolkit.com>

Sales & Marketing Coach For High-Tech CEOs

BULL MARKET

The Sales Divas Inc

Increasing sales can be fun instead of torture!

The Sales Divas help clients grow their businesses by developing Tickled Pink relationships with their customers. Cold calling gets thrown out the window! The Sales Diva program reduces the fear of selling, gets businesses to re-think old approaches and increase their bottom line without becoming workaholics. Life is too short to wear tight shoes!

What do our customers say?

"Our entire sales team was so impressed with your dynamic style and motivating messages. Over our 21-year history, our company has invited speakers in, but I don't remember anyone else as being as well-liked and respected as you were."

G. Lovig
VP Marketing and Sales
Company's Coming Ltd.

Clients

Government of Alberta, Company's Coming Cookbooks (Canada's national best-seller), Trader.com, Prime Time Results, Hayworth Equipment, Alberta Women's Enterprise Initiative, Fantastic Functions, The Entrepreneur Show, Ignition Industries, Kai Communications and many more!

Edmonton, Alberta. Canada

<http://www.salesdivas.com>

Sales Training Queen

BULL MARKET

AlterNET Internet BV

Your online presence in Europe starts with having the right name, in the right language. Second by being visible in the right Search Engine in all major countries. It's not about basic technical skills, it's the combination of watching trends, selecting keywords, and writing good copy. It's all about getting the right person to the right site, with a good name and a perfect position.

Clients

Mattel Europe, SEAGULL business Software, Pallas Athena, SAP, Avery Graphics Europe

The Netherlands

<http://www.alternet.nl>

Search Engine Marketing

BULL MARKET

Black Hat SEO

User feedback has helped create the first interactive directory for bad SEO practices. We can help save you thousands of dollars and hundreds of hours marketing your site.

Clients

NYC Headshots, Abstract Artist Christeas

<http://www.search-marketing.info>

Charlestown
MA

Search Engine Marketing

BULL MARKET

User Interface Engineering

We increase bottom lines, often by unbelievably high amounts. We study how real customers shop on your site and find lost revenue. By focusing on what is really happening on your site, we can usually produce solid improvements that will radically increase your revenues and reduce expenses.

Clients

Sears, JC Penney, Photoworks, Lands' End, Fidelity, Schwab, Sabre, Best Buy, Verizon, HP, Yahoo!, Medcases, Dell, Microsoft

Boston, MA

<http://www.uie.com>

Site Revenue Improvement

BULL MARKET

Nanonation

Nanonation creates software that helps businesses connect with their customers.

Whether it's interactive displays that beg to be touched, multimedia signage that demands attention, or loyalty kiosks that fulfill a customer's every wish, our job is to create compelling, engaging, and rewarding customer experiences.

Through our pioneering multimedia-merchandising platform, we have the ability to seamlessly integrate multi-channel digital media with a backend that enables our clients to monitor, measure, and manage each customer interaction. The result is software that makes it easier to communicate with customers to stand out and deliver more.

Clients

Our clients are as dynamic as the software we develop and include the NHL's Minnesota Wild, Mazda, Burger King, Douglas Theatre, and Petro Travel Centers to name a few.

Lincoln, Nebraska

<http://www.nanonation.net>

Software

BULL MARKET

MasterMine Software, Inc

MasterMine software empowers individuals at any skill level to analyze and report on the data in GoldMine. MasterMine is the crucial component that business owners are turning to for making their "data" become the much sought after INFORMATION on which they can base decisions regarding business strategy. MasterMine is remarkable for putting businesses directly in touch with what they need to know, without forcing them to learn complicated programming languages or spend a fortune on custom-built reports to meet the demands of change.

MasterMine's mission to empower any size business to reach it's full potential in their goal to implement CRM and increase customer service levels.

Clients

Los Angeles County Board of Supervisors, Sharp Microelectronics, Overture.com, Kemper Insurance, Quest DEX, Canon, USA, G. E. Capital, Service Master, Kaiser Permanente, Sax Fifth Avenue, Jacksonville Jaguars

<http://www.masterminesw.com>

Minneapolis
MN

Software Development Solutions

BULL MARKET

dna13

dna13's ECM™ Software provides large complex organisations with the ability to proactively manage their corporate brand and reputation on a global scale. Sustaining a positive reputation is critical for large publicly traded corporations. Our clients do not have the means to manage, monitor and measure what is occurring with regards to their brand or reputation. Placing all external information into context is next to impossible and forces communications and investor relation's teams to scramble when faced with potentially damaging media or stakeholder-based issues.

All external and internal communications issues are put into context by providing a structured approach to positioning and sharing all issues across the organisation, we also provide integrated monitoring of media content based on issues to understand and manage emerging risks and in the end we provide detailed analytics that enables clients to track trends and mitigate risks. Our clients believe dna13 has a truly unique approach to managing stakeholders and corporate reputation.

Clients

John Hancock, Manulife Financial, Sun Life Financial, RBC Dain Rauscher and others.

<http://www.dna13.com>

Ottawa
Ontario

Software For Corp. Communications

BULL MARKET

All Access Group

Brainstorm Marketing's president, Kelli Richards, is a veteran and early pioneer in the digital music/media arena.

Kelli's expertise pivots around managing relationships between decisionmakers at technology companies (established and emerging) and major brand content owners (labels, studios, artists) — via content distribution deals that enable new revenue streams and greater profits for all parties.

Her unique set of connections with established artists, leading technology companies, major content owners, and consumer brands allow her to create large scale opportunities. She is highly artist-centric given her background in working with mainstream artists. Over the past two decades, she has also produced a broad range of notable awards shows, celebrity fundraisers, and digital media conferences.

Clients

Everyone from Apple Computer (my former employer) to Philips to Wipro to My-Reputation to Akimbo to David Bowie, Todd Rundgren, Michael Jackson, to the Pollstar Awards and California Music Awards. It's really quite a broad range.

<http://www.kelli.org>

Saratoga
California

Strategic Alliances

BULL MARKET

The Lawlor Group, Inc.

We are smart, we have considerable experience, we support conclusions with evidence, our style is highly collaborative, we are ethical, we focus on identifying authentic institutional values, clients trust us and we are impatient with mediocrity and the status quo.

Clients

Our clients are primarily private colleges and universities that want to be known as Purple Cows in the brandscape of higher education and are willing to be change agents in a marketplace that is often slow to change. We have worked with over 160 clients throughout the country including Allegheny, Colleges That Change Lives (CTCL.com), DePauw, Gustavus Adolphus, Kalamazoo, Ripon, St. John's in Santa Fe, St. Lawrence, St. Norbert, Wooster, Dubuque, Redlands, and William Mitchell College of Law.

Minneapolis, Minnesota

<http://www.thelawlorgroup.com>

Strategic Brand Management

BULL MARKET

Revenue Engines

Building a company is hard, building one that reliably generates revenue is harder still. Revenue Engines helps you turn your company from a place where people work into a system for making money.

Revenue Engines is the first professional service firm dedicated to custom tuning your company for optimal revenue generation. A Revenue Engine:

- > Builds what they're buying – Product Development
- > Describes it in their language – Product Marketing
- > Talks where they are listening – Brand Marketing
- > Creates a reason to buy now – Promotion
- > Exchanges product for cash – Sales

When every system is aligned for the purpose of generating revenue, your engine hums and your business performs. Our mechanics measure, analyze, develop strategy, train, devise creative concepts and re-tool your firm in every aspect of the process that is necessary. Contact davidusimon@mac.com.

Clients

CEIVA Logic, Inc, (Creators of the Digital Photo Reveiver), SilverCarrot, Inc. (Direct marketing firm), Kerdan Group (Life-sciences consulting firm)

Chestnut Hill
MA

<http://www.revenueengines.com>

Strategic Consulting

BULL MARKET

WOODSHED

Experienced strategic impact guides may help people to cross the territory of the unknown in a stimulating and successful way. To deliver strategic impact requires that people in organizations have the courage and the capability to discover the unknown.

As experienced strategic impact guides, we learned from our clients that the following principles are responding to their emotional and functional needs:

1. Concrete goals mobilize people.
2. Focus on impact, not on input.
3. Learning while earning.
4. Value is in the eye of the beholder.
5. The difference is in the details.
6. The only certainty is uncertainty.
7. Slow down to go faster.
8. Words fail to express unique quality.

Clients

1. Heineken: Beertender: the ultimate experience of drinking fresh draught beer at home: www.beertender.com
2. LeasePlan Corporation: Carvantis: on-line multi-brand B2C operational car leasing service: www.carvantis.com

dirk.devos@woodshed.nl

Amsterdam
Netherlands

strategic impact guides

BULL MARKET

Hecht & Co.

Hecht & Co is a strategic boutique brand marketing communications and PR consultancy that helps companies create, market and sell their products and services. We increase client market share and sales leads by:

- Developing marketing and communications strategies that competitively define and position clients to succeed
- Analyzing competitive products and the market to identify emerging trends and overlooked opportunities
- Creating supporting materials such as client success case studies, white papers, brochures, marketing materials and web sites
- Writing and distributing press releases
- Building and maintaining relationships with media professionals
- Arranging meetings and demos with people who influence the industry
- Administering website content, business blogs, virtual press tours and online marketing opportunities

Clients

SalesVantage.com, CorporateVoice, The Faran Center,

<http://www.hechtcom.com>

NewYork
NY

Strategic Public Relations

BULL MARKET

whatsnextonline.com

whatsnextonline.com exists to help companies improve their success both online and off. The company began as a PR firm but has evolved into strategy consultation that will do whatever it takes to make clients successful. That almost always starts with making the company's Website compelling, adding calls to action and, importantly, making it easy for search engines to list and people who are searching to find.

Clients need me to point out the obvious and to help them go beyond it. Very often, what I do is simplify a business by helping it define its targets and develop simple ways to reach them. That probably sounds easier than it is.

whatsnextonline has worked with Fortune 500 companies and fledgling entrepreneurs, and has had an impact on the bottom line in both categories. We're small but wonderful.

Clients

Ford, IBM, Stew Leonard's, Miracle-Gro Plant Food and scores of others.

A current client for whom my work is representative is Dick Waterman, (<http://www.dickwaterman.com>).

<http://www.whatsnextonline.com>

New York
NY

Strategist

BULL MARKET

VMailit!

With our product, anyone with a camera-enabled PC can send video emails and embed videos into any website — with the simple click of a mouse. There are no downloads, executable files or media players to worry about! With our simple, cost-effective, user-interface — clients can create video emails, video newsletters, video ebooks, video postcards, video press releases and more in minutes. Our technology brings high touch into the high tech world like never before. You won't believe your eyes!

Clients

The Howard Dean Media Team used our technology in its Switch2Dean campaign (www.switch2dean.com); The Pentagon is using our technology in 80 military bases around the world. We are featured on Java.com as an innovative java-based technology.

<http://www.VMailit.com>

Las Vegas
NV

Streaming Video Email & Video on Demand

BULL MARKET

Sept ou 8

Because Sustainability is not only about moralizing businesses, it is, first of all, about innovation and anticipation.

We help companies be the first to understand the new consumer culture and how to be part of it: future consumption trends, consumer behavior, new products, marketing strategies...

Clients

Consumer goods companies: Procter & Gamble, Ben & Jerry's, Carrefour, Monoprix (supermarkets), Ikea...

Paris, France

<http://www.septou8.com>

Sustainable consumption & marketing

BULL MARKET

Tucker Resources

A thought must be nurtured and developed before it can ever become an action. Tucker Resources is in the Thought Business. Well-run, action-centered meetings which are not soon forgotten and we strive to stimulate progressive change and lifelong learning. As a facilitator and Thought Leader, we help each team member identify what they must do to create success for their stakeholders. Our clients soon become friends... we need each other in order to be successful and we act that way.

Clients

MeyerJabara Hotels, Integra HealthCare, Big Cedar Lodge, Wright Investments, Holiday Inns International, Paradise Found Resorts and Hotels, the entertainment industry of Branson, Missouri, Comedian Yakov Smirnoff, Dolly Parton, Silver Dollar City, Inc.

Branson
MO

<http://www.tucker-resources.com>

Thought Leader

BULL MARKET

Larstan Business Reports

Larstan is a multimedia publishing/marketing consulting firm specializing in "Thought Leadership." Companies who understand that becoming recognized experts within the industries they serve is the quickest path to increased sales and the most defensible market position find Larstan's approach startling in its effectiveness.

Larstan's unique market niche comes from having the vast media syndication networks in print, tv, radio and Internet that exceed that of the largest media conglomerates. They combine this message distribution capacity with the editorial expertise of the world's most respected publishing firms and the marketing services/talent provided by the countries leading advertising/public relations agencies. Larstan utilizes these capabilities to create custom marketing programs that are credible, authoritative, offer quantifiable results and superior value.

Clients

Microsoft, IBM, Hewlett-Packard, CGE&Y, EMC, Avaya, Intel

<http://www.larstan.com>

N. Potomac
MD

Thought Leadership Marketing

BULL MARKET

InfoWorks International

InfoWorks International is a performance and training consulting company. Our goal is to increase our customers' return on investment in their people through the identification and support of high leverage competencies—the knowledge, skills and behaviours required to align employee activity with corporate mission.

Our tools and programs focus on business issues and needs, and help to bridge the gap between technical, operational and managerial requirements and human performance. With over eighteen years' experience, our client list includes many leading organisations in Industry and Financial Services.

Our reputation for excellence among our clients stems from three key tenets of our business philosophy:

- Focus on business and performance objectives
- Responsive, consultative relationships
- Sensitivity to the total corporate environment

Clients

JPMorgan, Citibank, Timex, iContact, Maxis Communications, DHL, Vodafone, Australian National Credit Union

<http://www.infoworksonline.com>

Killara
NSW

Training

BULL MARKET

CScout Trendconsultancy

We report directly from the global hot spots and help our clients to keep the finger on the pulse.

- Our global CScout Network provides up to date trend-information.
- We are scanning trends, research and define them with our clients.
- Our clients and our team create new ideas – ideation.
- We are independent working with ad-agencies and clients sharing ideas, thoughts and create new forms of marketing.

Clients

Confidential

New York, Tokyo, Munich

<http://www.cscout.com>

Trend Analysts

BULL MARKET

eMarketer

Founded in 1996, New York-based eMarketer is the leading independent source for statistics, trend data and original analysis covering every aspect of the Internet, e-business and emerging technologies.

Unlike other research firms, which present only their own proprietary findings, eMarketer aggregates e-business data from over 1,500 sources worldwide. The company's research and analyst teams filter and organize this information, and provide concise analysis around it, helping business executives, government officials and others make better, more informed decisions.

Clients

Hewlett-Packard, Procter & Gamble, Verizon, Morgan Stanley, AOL Time Warner, McKinsey and Company, American Express, Avenue A, AT&T Wireless, MasterCard, FedEx, Viacom, eBay, Kimberly-Clark, Hilton, Yahoo!, Johnson & Johnson, Google, Microsoft, Kellogg's, Universal Music Group, Deloitte & Touche, QVC, General Mills

New York
NY

<http://www.emarketer.com>

Trend Analysts

BULL MARKET

Prasena

CHANGE , HUMAN AND ICT RESOURCES MANAGEMENT

Prasena specializes in change management, and focuses on the integration of ICTs and the development and sharing of knowledge in the daily life of individuals, students, employees, teachers and managers. This covers resources management aspects, technical structuring, integration and security aspects, skills development aspects, and mindset aspects.

SURVEY DESIGN, DEVELOPMENT AND STATISTICAL ANALYSIS

...online technology, research, survey design and statistics enabling it to offer customized survey solutions for the purpose of research, fact-finding, marketing, benchmarking, SWOT analysis, policies' impact analysis, patterns and trends analysis, perception analysis or other.

ONLINE COMMUNICATION TOOLS

...including satellite broadcasting, TV, radio, telephone call centers, online forums and newsgroups, blogs, etc.

Clients

Hundreds of public or private organizations, commercial or non-profit, small or large, in Asia, Europe and the USA, including: Singapore's Ministry of Defense and Ministry of Community Development and Sports, Thailand's Software Park and Ministry of Education, Indonesia's Ministry of Health, National Institute of Education of Singapore and Asian Institute of Technology, Schools and Universities in France and many others.

<http://www.prasena.com>

Bangkok
Thailand

Trend Analysts

BULL MARKET

retailia a/s

We live and breathe Foodservice trends.

Clients

Comwell, Foodservice Europe, Visitor, Horesta

Copenhagen, Narbonne, Cape Town

<http://www.retailia.dk>

Trend Analysts

BULL MARKET

Technomic, Inc.

No one else can provide the insights about foodservice trends that Technomic can. Unlike the retail food market, where scanner and panel data are abundant, foodservice companies rarely have access to information other than their own shipments. We help our clients move beyond guesswork by providing primary research with channel members, a large team of secondary researchers and trend reviewers, and insight from our diverse staff.

Examples of some of our recent project topics are developing custom products, driving effectiveness from a sales force of broker agents rather than company employees, and identifying opportunities in markets that appear saturated.

Technomic works with foodservice operators, distributors, and manufacturers to sustain growth by leading and driving trends, rather than reacting to them. Players in the food and beverage marketplace rely on our research for fact-based decision making. Our experienced staff works with clients to turn facts into insights for their businesses.

Clients

Food & beverage manufacturers and marketers: from household names to foodservice specialists and ingredient suppliers whose brands consumers never know.

Foodservice operators: major restaurant chains & non-commercial providers as well as up and coming new concepts.

<http://www.technomic.com>

Chicago
IL

Trend Analysts

BULL MARKET

M.Levy Inc

Trendspotting secret weapon, the master craftrix behind every great invitation and party favor, the ultimate know-it-all when it comes to fashion, beauty, what's hot, what's next, who's gonna be there and is something better going on....

Meet Meredith Levy.

Most often seen in flip flops and cargo pants, this one woman show operates a full service creative agency whose designer candle burns all night. When not testing out Chanel's latest nail polish or attending to her squadron of well healed fashion clientele, Meredith is busily painting palm trees on the walls of her oversized midtown loft or creating personally monogrammed tanks for her junior varsity company, Cabana 16; all while multi-tasking an exfoliating seaweed mask from an up and coming client in her beauty bee hive.

From launch parties to sample sales, everyone wants Meredith on their team. She's the accelerator, the magic touch, hot pink cashmere on a rainy day.

Clients

My client base ranges from high end clients like Naomi Campbell and Chanel Beauty to small start up bakeries and t shirt companies.

Other clients include:

Frederic Fekkai, Reebok, Waldman Publishing, TLC Foundation, Cocktails + Sample Sales, Tweezerman and many more.

New York City

meredithlevy@mac.com

Trend Forecaster / Design Guru

BULL MARKET

Stone Yamashita Partners

We see that the world is filled with consultants — each concentrating on a specific aspect of how an organization works. There are great business strategy consultants. There are great organizational development consultants. There are great marketing consultants. There are great branding consultants. But we find that CEOs don't have many choices when it comes to true partners who understand how transformation an entire organization. Deep, rapdical, fundamental reinvention requires and ability to change and transform an entire system of a company—its purpose, its structure and process, its metrics and rewards, its people interactions, its culture. We have built Stone Yamashita Partners to be a change team that can help a CEO bring all those elements together — and to mobilize and unleash the talenst of thousands, if not hundreds of thousands, of employees around the globe. Learn more at www.stoneyamashita.com

Clients

We have had the fortunate chance to work with a number of ambitious CEOs and their leadership teams over the years to fundametnally transform their organizations: Lou Gerstner and his team at IBM, Larry Miller at Nike's Brand Jordan, Pat Mitchell her team at PBS, Carly Fiorina and her team at HP, Paul Pressler and his team at Gap Inc., Mike Volkema and his team at Herman Miller. Over the past decade, we have also taken on assignments at Kodak, Levi-Strauss, Apple Computer and PeopleSoft, among others.

San Francisco

<http://www.stoneyamashita.com>

Turn-around team/transformation team

BULL MARKET

hooek

we are experts in communicating with Urban Pioneers - sophisticated urban dwellers who are highly connected professionally and socially. Urban Pioneers can create much desired buzz around a product, and influence other consumers.

However, Urban Pioneers are very skeptical consumers and are turned off by mass market messages. It takes great skill, and inside knowledge to win them over and get them buzzing about something.

Hooek sometimes combines its own knowledge base with ethnographic research from Gestalt, a company based in SF.

Clients

Bourjois of Paris, Mercedes Benz, Green Century Fund, The New York Showrooms, Tribune Media

<http://www.hooek.com>

New York
NY

urban marketing

BULL MARKET

ASAP Images

Clients that are small but growing; innovative, interested in creative and cost-effective approaches to traditional problems; clients that are open-minded enough to consider all angles (and all angels too); clients that want a creative producer that can put together an effective team, and do it quickly, for a variety of projects.

Clients

Dry-Cleaning equipment supplier; health-industry computer applications specialists; real estate; professional music band; private parties for special events, weddings and other occasions. My clientele is bilingual. I produce in both English and Spanish.

<http://www.asapimages.com>

Dallas
TX

Videographers (industrial)

BULL MARKET

Out Of The BLUE Media

Out Of The BLUE Media provides solutions for effectively using video, such as TV Commercials, VNRs, Promotional Video, Interactive CD ROMs, Internet Streaming, and more. Whatever the message, we have the right method to deliver it.

Remember the last time you saw a total bomb of a movie? Did you ask yourself "What happened? I know they spent millions of dollars to make this movie!" Well, a great movie usually has less to do with production budgets and everything to do with the story, the message. We at Out Of The Blue Media help our clients move from a message about themselves to a message about their clients. A great promotional video or TV commercial will address the needs and concerns of the viewer. The question becomes "What does the viewer need to see and hear that will move them to action?"

Clients

CompuCom, CompUSA, Chuck E Cheese, Carter Aviation

<http://www.outofthebluemedia.com>

Allen
TX

Videographers (industrial)

BULL MARKET

mindServegroup

We specialize in Inspiration Software and its use. When you work with visual representations of ideas, you easily see how one idea relates to the others. Learning and thinking become active rather than passive. You discover where your deepest knowledge lies, where any gaps in your understanding are, and how your ideas can be enhanced. When you create a visual map of ideas, you can recall the details better than if you had read a paragraph or you'd watched a screen from the web. That's because you can actually see it in your mind.

If you have an idea that you want to expand, whether it's an idea for a written document or the illustration of a key concept, Inspiration® can help you organize your thoughts and save you time. Use the visual diagramming part of the program to play with your ideas, to arrange them and to group them....in other words, to clarify your thinking.

Clients

Several million K-12 students in US & Canada. It's used by their teachers too in their classrooms and labs.

A Whitman's sampler of businesses across the globe.

<http://www.mindservegroup.com>

Schererville
IN

Visual Thinking Software

BULL MARKET

Windsor Media Enterprises

When I founded Windsor Media Enterprises, LLC, I did it to enable businesses to embrace the technology of the Internet by "Getting the Right Message to the Right People Via the Right Medium." I understood how it worked, so they didn't have to worry about that and instead, could focus on running their business. We are proud to be able to offer e-book and e-doc development as well as expert advice and recommendations on e-publishing services.

This does not mean we have abandoned our core strength using words to communicate messages. It merely means WME is now able to help YOU, our valued and respected clients and prospective clients, get your words noticed in a big way.

Clients

Supernova Networking Systems, Uberguard: Information Security, Leadergrow Coaching, Cazbah, Triad Networking, Biznetix.net and others.

<http://www.windsormediaenterprises.com>

Rochester
NY

Web design, e-books, e-docs and publishing

BULL MARKET

Paul the Database Guy

The reason why I may be a bull is because I can take a client's concept and make it reality. The key is that EVERYTHING IS DO-ABLE!!

With the right attitude – and strong coffee – functionality on a web site is always achievable, no matter how complex the design.

By promoting this philosophy, and creating a trusting relationship between client and developer, my client is always comfortable when they go out and sell. They KNOW that they can deliver because they know I will.

Clients

Design Factory International, Seth Godin, Dr. Jonathan Sackner-Bernstein.

paul@designfactorynet.com

Winston-Salem
NC

Web developer/scientist

BULL MARKET

Byte Level Research

Byte Level Research was founded in 2000 by John Yunker and Midge Raymond to address the growing need for practical research in the globalization and communication industries. Byte Level was the first firm devoted to the art and science of Web globalization. Along the way, we coined the term "global gateway" to highlight the importance of multilingual navigation strategies. We have also raised company awareness of the "weight" of Web pages and their impact on usability for people around the world.

We consult and offer training, but the majority of our clients benefit from our topical and strategic reports. Our most popular report, The Web Globalization Report Card, is the first report to rate more than 100 current Web sites, highlighting the leaders and laggards across all major industries.

Clients

John Deere, MGM, Dow Corning, Microsoft, Giorgio Armani, Bowne Global Solutions

<http://www.bytelevel.com>

Brookline
MA

Web globalization consulting

BULL MARKET

InMotionMedia, Inc

A web production company founded to better support the needs of small businesses and non-profit organizations. InMotionMedia is a web development business with a vision: professional partnership with organizations in creating, developing and maintaining their web presence. OUR CLIENT-CENTERED SERVICES:

- *Creating a new web presence
- *Working with a pre-existing site to clean up design and code
- *Training the staff to maintain the site internally
- *Website redesign and expansion
- *Evaluating and improving usability and accessibility
- *Expanding functionality to include site search and donation processing

We offer discounted rates, a high level of technical proficiency and experience, plenty of personal attention, education and open dialogue about the web development process, staff training to maintain the site in-house, a continued support relationship...

Clients

InMotionMedia works with small businesses and non profit organizations to strategize and build the most effective use of their web space, striking the correct balance between budget and time available. Current clients include www.TheFutureOfWork.net, www.cc-courthelp.org and the Hesperian Foundation.

Oakland, CA

<http://www.inmotionmedia.net>

Web site development

BULL MARKET

Falkow Inc

We are content and marketing strategists. Web designers or developers build you a website. We show you how to take control of your site, raise the conversion rate and get a return on your investment. We use research and testing to get the information needed BEFORE design and development even begin – what is the purpose of your site, who will come to it, what are they looking for?

We develop effective websites with good content based on researched keywords that are actually being searched on. We have a team of extraordinarily talented design partners who understand the marketing and branding process, and how to create a response. Our core services are:

ResearchUsers

SiteStrategy

CreativeDevelopment

Content Generation

WebAnalytics

InternetMarketing

WebsitePerformanceManagement

Clients

Non Profits, associations, entrepreneurs and large corporate enterprises.

<http://www.falkoweb.com>

Pasadena

CA

Website Content Strategies

BULL MARKET

SOAPBOX mobile

SOAPBOX mobile builds brands and generates revenue for marketers through the highly effective medium of wireless marketing.

Using both cost-effective hosted (ASP) mobile marketing software solutions, as well as custom application development, SOAPBOX mobile helps clients design, deploy and manage mobile marketing campaigns that build and maintain relationships, maximizing the lifetime value of each customer.

Marketing via mobile phones closes the loop between mass marketing and traditional direct marketing. Used with care and precision, it is currently the most powerful and personal medium available.

SOAPBOX mobile's software provides comprehensive capabilities from building subscriber databases to preparing and scheduling campaigns to tracking metrics and ROI. Additionally, the consultants at SOAPBOX mobile bring decades of marketing and wireless expertise to creating mobile marketing programs that deliver results.

Clients

- Consumer brands, products and services
- Marketing, advertising, promotional and public relations firms
- Anyone interested in delivering text messages (SMS), multimedia messages (MMS), ringtones, coupons, logos, screensavers, images, or WAP push to cellphones

San Diego CA

<http://www.soapboxmobile.com>

Wireless marketing

BULL MARKET

Optum+

Optum+ is a Strategic Facility Consultancy which relies on a philosophical foundation provided by the principals Philip Thomas and Margaret Ebrecht. We serve clients worldwide from our offices in Vancouver British Columbia, Canada, through a team with an excellent record in Strategic Facility Consultancy backed by over 25+ years of international experience

Providing Strategic Facility Consultancy through innovative services that come from leveraging organizational intelligence. It leverages organizational intelligence such as business initiatives, organizational structure, human resources, technology and facilities and shed light on the state of the Facility through establishing goals, collect facts/data; uncovers and tests concepts; determines needs, apply research and state the solution or the issue while demonstrating a commitment to synthesizing what we learn daily in assisting organizations to catalyze change in business.

Clients

We have not been around for more than a year and have done few projects but the premise of our approach to create effective workplace has come from our experience with clients through organisations such as HOK, Tempest management, Architectura for such as Nortel, Bell World, while as Optum+ working for clients such as Indian and Northern Affairs, Provincial Health Services Authority among others

<http://www.optumplus.com>

Maple Ridge
British Columbia

Workplace Effectiveness Consultant

BULL MARKET

Compass Development Group

If you ever caught a mental image of yourself throwing great wads of dollar bills out of the 10th storey window when it was time to sign a check for 'some advertising' then we invite you to spend some time with Maria Carlton and Dannie Cameron.

We are Xtreme Marketing Specialists - which means we look at how ALL of your marketing is Integrated, Orchestrated and Populated. Understanding the difference between the various functions of marketing such as advertising, public relations, branding, and customer services is critical to the way your marketing can start working a lot harder for you. Our clients tell us they love the way we get back to basics, identify the easiest and most profitable target markets so that they can start harvesting great profits from customers who have the least resistance to spending the most money on their products or services.

When you are fed up with the alligators in the marketing swamp, and don't want to waste another penny on this expensive learning curve - then we can help you to navigate your way through the marketing minefield - Guaranteed!

Clients

Franchisors, franchisees, industry associations and professionals who are great at what they do, but find marketing matters to be a frustrating pain in the checkbook. Our experience covers more than 20 industries, worldwide.

<http://www.compassnz.com>

New Zealand &
Australia

Xtreme Marketing Specialist

BULL MARKET