

MARKETING & BRANDING &

An Advertising Supplement to the Orange County Business Journal • March 7, 2011



Sponsored by

RIECHES *baird*
Branding Business.™

Laguna Hills Resident Shares Leadership Expertise in His Book

Marriott International executive Ed Fuller advises that the integrity of the personal relationships you forge is key to long-term success in any culture or enterprise

"People First" has been at the core of Marriott International's corporate culture since the company first opened its doors nearly 85 years ago as a legendary nine-seat root beer stand in Washington, D.C. Since then, other time-honored truisms have become part of the company's lexicon – truisms like "success is never final," "how you do business is as important as the business you do," "pursue excellence," and "treat people fairly."

Thus, when Ed Fuller, president & managing director of international lodging at Marriott, joined the company in 1972 as a management trainee and a recent veteran of Army tours in Germany and Vietnam, the company's solid corporate culture served as his anchor and guide, helping him successfully navigate through numerous challenging situations that led to his being given the ultimate opportunity – that of breaking down barriers and implanting the Marriott corporate culture and essence in new markets around the world.

"I learned early on that no business relationship can survive and prosper unless at least one of the partners lives by a set of clear moral standards; and I've seen firsthand how the value system laid down by Marriott's founder and maintained by his son has provided a firm structure on which to build relationships with stakeholders," Mr. Fuller said. "I quickly adopted their ways as my own. Their values became a security blanket, giving me the cover to take an ethical path in all my dealings. I learned early on that a firm commitment to ethical and quality standards creates a baseline for how a business connection will develop, removing uncertainties that can sour a relationship."

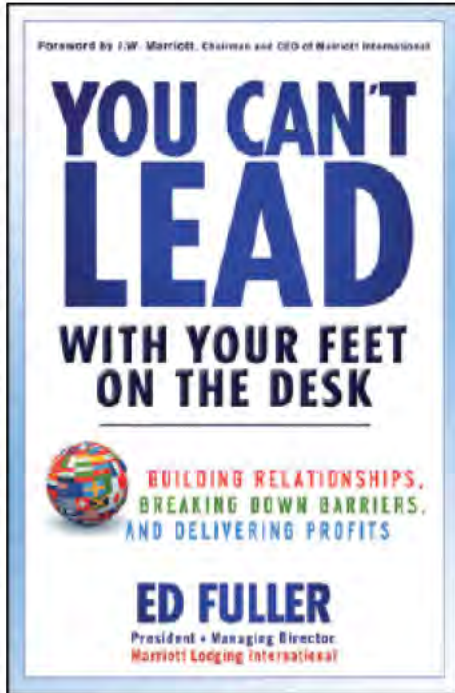
In *You Can't Lead with Your Feet on the Desk*, Mr. Fuller shares scores of colorful, real-life examples of how putting the Marriott culture into practice helped him lead a small team of "global pioneers" that successfully grew Marriott International's overseas business from 16 hotels in six countries, grossing \$325 million annually, to about 400 properties across 70 countries with revenues of nearly \$7 billion. He demonstrates how personal relationships are the real currency of every culture and the bedrock of success in any enterprise as he gives readers the information they need to build their competitive advantage.

According to Mr. Fuller, leaders must demonstrate the following three characteristics to build successful relationships:

◆ **Build relationships through mutual respect.** As Mr. Fuller points out, to win respect, you must show respect. "In the international hotel business, that means respecting the particular customs of each nation I visit. It also means respect each individual – from the housekeepers to the general manager, from the hotel owner to the guest. This doesn't mean going barhopping with your people every Friday night. But this much is certain: if you hold yourself above your people, partners and customers, you will never gain their respect. Further, nothing better demonstrates your respect for your people than a policy of promoting from within. In effect, it tells the person being promoted that you are confident in his or her ability to rise through the ranks. At the same time, it encourages others to keep improving their performance so as to deserve promotion."

◆ **Earn trust by delivering in a crisis.** "I'll never forget that first horrific bombing in August 2003 of the JW Marriott in Jakarta, Indonesia. An early-morning phone call woke me at home in Laguna Hills, California. I immediately knew we were in trouble. But the emergency being related was unlike anything I had ever encountered," Mr. Fuller said. "The driver of a truck full of explosives had blown the truck to bits after being stopped by our security people just outside our hotel lobby. Later, we learned that 12 people died and some 150 others had been injured. Within hours of the bombing, several members of my team and I were on our way to Jakarta to lend whatever assistance and support we could. When a major disaster strikes, I believe a leader should respond in person – period. A phone call won't suffice. In the best of circumstances, winning trust is complex, difficult and time-consuming. In an emergency, it can be a make-or-break point in a relationship."

◆ **Lead from the front and be willing to give yourself the tough jobs.** "The C-12 Sherpa was beginning its descent to the Baghdad airbase when the U.S. Army pilot announced that we were entering a kill zone and that the descent would be steep," Mr. Fuller related while illustrating his point about the need for leaders to lead from the front. "I cracked



You Can't Lead with Your Feet on the Desk is available wherever books are sold.

a lame joke to calm my companions, while suppressing my own butterflies. It was March 2008 and we were in Baghdad at the request of General David H. Petraeus to assess the building of a hotel in Iraq's capital city as part of the Allied effort to stabilize the country. I accompanied the team because I believe a leader makes a tacit contract with the people they lead. By definition, a leader has to be on the front line, when necessary, always taking responsibility for the flak the troops get for doing the job you've set for them. That way, when you hand out an assignment, your people can be confident you have personal knowledge of what you're asking them to do. You've been there and done that." As for the Baghdad hotel? Mr. Fuller said the team reluctantly declined following two days of touring the city, talking with local officials and looking for an appropriate site. The timing simply was not right.

Bottom line, Mr. Fuller pointed out, leadership is not something one learns by reading a book or sitting in the office: "It's something you learn and hone by doing."

Mr. Fuller has spent his life learning and doing – everything from cleaning potatoes to cleaning hotel rooms, and lessons in marketing, sales and hotel operations. Over the years, he has logged more than 10 million air miles visiting more than 150 countries and six continents and helped launch the careers of 72,000 Marriott associates. Asked what the most rewarding piece of the story has been, he readily replied: "The chance to meet a band of wonderful people – customers, owners, partners, associates and government officials. All have contributed their unique perspective and slice of color to a multicultural portrait of adventure, excitement and friendship."

His final piece of advice? "Get out from behind your desk, your telephone or shop counter. The world is waiting. You'll be amazed by what you learn, the positive impact you can make and the opportunities that will come your way."

You Can't Lead with Your Feet on the Desk is published by John Wiley & Sons and is available wherever books are sold.

For more information, please contact June Farrell, Marriott International, at 301.380.7796 or email june.farrell@marriott.com.



Ed Fuller, Marriott International's president & managing director for international lodging (in sunglasses), and Mark Satterfield, chief operations officer for Marriott in the Middle East & Africa, are greeted by Omar Tantawy, resident manager and acting general manager of the Cairo Marriott Hotel, and other staff members in late January. Fuller and Satterfield were in Egypt to assess conditions, guest concerns and employee morale at the company's seven hotels in the country during the recent Egyptian political crisis.

Advanced Recruitment Resource of Web, Marketing, Advertising, Creative

Your hiring efforts driving you Nuts?

We can help!
(Call in the experts before it gets to this stage.)

www.arrowmac.com | Serving Orange County since 1997 | 714.641.1260



Global brands turn to us to find out.

Inspired ideas have the power to help companies evolve, change and grow. They come from business acumen, strategic insights and the ability to translate brand assets into language and design that move businesses and their brands forward. At RiechesBaird, we help ambitious companies and organizations find ways to drive profitable growth through brand leadership. How far can your brand go? Let's find out.

RIECHES*baird*
Branding Business.™

riechesbaird.com
949.586.1200

Don't waste your money on **BRANDING**

That may seem an odd statement for a branding firm like RiechesBaird to make, but there's a serious point behind it. We believe many companies are inadvertently wasting their money in the mistaken belief that branding is nothing more than advertising and PR to drive sales. Or maybe an upgraded website or a new logo.

It's true, brand building can involve some or all of these activities. But, of themselves, they are blunt instruments indeed in these complex and demanding times. At RiechesBaird we believe that unless they are underpinned and seamlessly connected by a business-driven brand strategy rooted in a clear understanding of who your customers really are and what they want, there's a good chance you are wasting a lot of money.

Branding appears on the corporate agenda at times of change. As we move cautiously out of the great recession of 2009/2010 many companies are finding that the world has changed around them. Economic shifts have eroded markets; customer and buyer needs have changed; competition is more intense; technology continues to commoditize industries; and long-suffering employees are confused about their company and where it's going.

These strategic inflection points require companies to address fundamental issues about themselves.

For early-stage businesses looking for investment and growth, or larger, more established corporations entering new markets or repositioning around a changed reality, the branding imperatives are the same: Who are we? What business are we really in? Who are our customers? How do we best reach them? What is our differentiating and sustainable value? What is our story?

HOW DOES BRAND WORK IN TODAY'S MARKET?

The nature and concept of "brand" has changed radically over the past 60 years. During the first days of formal marketing, a brand was used in the same way ranchers branded cattle; to make a statement that "this product is mine." Over time, the approach to branding grew to accommodate basic concepts of brand awareness, recognition and preference to understand how well the brand was working in the marketplace. This was the golden age of advertising.

Today, we are living in a much more complex and connected world. The concept of brand has evolved to represent a larger "promise" with sustained delivery of that promise at all points of customer contact. Branding has become the implied promise a company makes to its customer that "the value represented through the sum of all experiences with your company will be consistent, satisfying and differentiating."

This "total customer experience" approach maintains that brand is larger than a name, graphic design or an advertising slogan; it is the filter through which all interactions with the customer are passed.

Brand now represents the foundation of the firm's relationship with its customers. Every customer experience is a brand experience and each one impacts the perception of the brand, and by extension, the company itself.

The critical "touchpoints", where the customer's experience changes the perception of the brand, for better or worse, create the intangible capital that is "brand equity."

The building blocks of brand equity – defined as the added value a brand name brings to a product or service beyond the functional benefits provided – are positioning, consistency, segmentation, emotion, management, investment and measurement.

Positioning

Positioning is not an advertising tagline or a campaign theme. It is the foundational brand structure that provides the strategic rigor and connecting tissue for all subsequent brand development. It is built on what we call the "compelling truths" of a company or an organization – points of supportable differentiation that can create preference among clearly identified customer groups.

Consistency

The most powerful brands achieve a high degree of consistency in terms of overall experience, from product quality through to customer service – they consistently deliver what they promise. That consistency is reflected by core brand elements that support the brand positioning – name, identity, brand expression. Consistent application of these elements creates expectations and delivers the differentiating customer experience that is reinforced at all points of contact.

A primary brand touchpoint that is often overlooked in the employee community. Powerful, enduring brands are built by informed, inspired, and empowered people who deliver your brand promise at every opportunity. Your people are your brand: they must understand your brand promise, its importance, and how they can deliver on it daily.

Segmentation

All successful brands are set within the context of the market segments in which the company and its customers are conducting transactions.

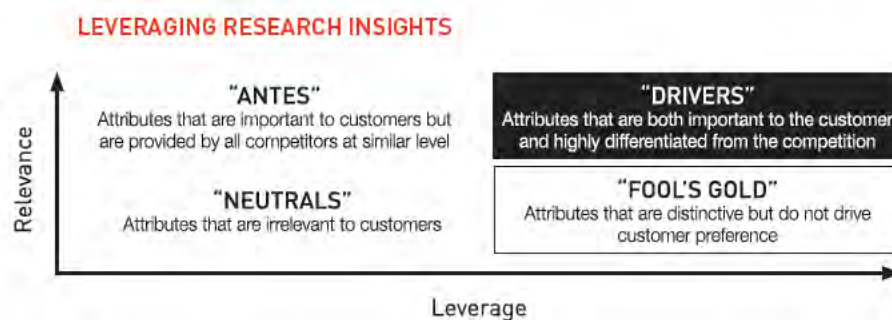
Customer segmentation is the subdivision of a market into discrete customer groups that share similar characteristics. Customer segmentation can be a powerful means to identify unmet customer needs. It is most effective when a company tailors its brand strategy and messages to segments that are the most profitable and serves them with distinct competitive advantages.

The typical segmentation audit begins with a strategic analysis of the brand, its competitors and its market segment environment. A similar analysis is conducted with the brand's channel partners and customer set.

Areas of analysis here typically include:

- What types of customers are there?
- What unique situations, needs and interests distinguish them?
- What do they need from the brand?

- How do the different groups rate your competitors?
- How can we best reach them?
- Can one brand meet all needs without stretching itself to breaking point?



Emotion

A brand is not a brand without emotional dimensions. It must symbolize a promise that people believe your company can deliver and one they desire to be part of. This allows brands to achieve the loyalty of customers and employees by tapping into human values and aspirations that transcend cultural differences.

Nike's appeal to the athlete in all of us, regardless of true physical ability, is often invoked as an example of the emotional connection that people can have with brands. It applies equally in the B2B arena; brands such as Caterpillar, Intel and Accenture each generate passionate loyalty with both employees and customers.

Management

As with any asset, brands have to be managed. Companies with large brand portfolios tend to have separate managers for each brand. Brand managers have the authority and resources necessary to implement key decisions based on performance measurement. The brand management team reports to a senior executive officer of the company and, ideally, the CEO has direct involvement in brand decisions.

Brand management teams implement processes to create, review, and improve brand performance. This frequently takes the form of a wider brand management council that can include representatives of business units and agency partners.

A Brand Management extranet is also a vital asset in managing brands in decentralized organizations. It is a single source for all branding news, guidelines, decision tools, trademark information, artwork and templates. Whether a corporate employee needs to order stationery, a business unit's advertising agency needs approved artwork, or a marketing partner needs co-branding advice, an online brand asset management center immediately delivers the appropriate tools 24 hours a day.

Investment

Intangible assets, including brand, now comprise the majority of the value of a company. These assets require capital investment like any other. Progressive companies and enlightened management recognize the need for appropriate communications spending. However, CEOs and CFOs are not signing any blank checks – they are demanding objective and quantifiable measurement of return to substantiate any investment.

Measurement Systems

In order to sustain a brand's long-term position, there must be consistent and widespread brand equity measurement. This will not only help brand development by highlighting and demonstrating best practices, but it will also provide the brand management team with a means of monitoring consistency. This equity measurement should include top-of-mind awareness, overall opinion (preference, satisfaction, loyalty, recommendation), brand image attributes, perceptions of product/service performance, and brand valuation, to determine the financial contribution of brand to the balance sheet.

Waste Not, Want Not

Ultimately, what customers (and all other stakeholders) care about is the promise delivered. The importance of developing and managing a highly differentiated brand is more critical than ever. But, unless you are clear about what branding really is, and how it has to be inextricably linked to your business strategy, then there's a good chance that all the money you are spending on advertising, PR, direct mail, social media, events, or your website is for nothing.

At RiechesBaird our primary goal for our clients is to ensure that every dollar spent on branding is a strategic investment in the long-term growth of the business. That's what we mean when we talk about Branding Business™.



Alan Brew is a Principal with RiechesBaird, one of the leading brand strategy firms in America with offices in Irvine and New York. Alan has held senior executive positions with Landor Associates in the US and Europe, Siegel & Gale in LA and Enterprise IG in NY. Before entering brand consultancy he was a journalist and senior editor with the Financial Times of London. At RiechesBaird, Alan is practice leader for the energy sector and director of the firm's brand strategy group.

RIECHESba**ird**
Branding Business.™

Brands and Demand Pushes Integrated MarketingWorks into New Offices

Integrated MarketingWorks (IMW), a full service marketing communications firm, has purchased a new office building near the John Wayne Airport and has just announced its move into the new 8,000 sq. ft. facility to accommodate their growth and long-term goals.

The 20 year-old OC communication company has experienced a 20% annual growth over the last three years in a time when most agencies were consolidating due to reduced client spending. "The organic increase in business from our existing client success plus the demand for new services required us to find new office space with better freeway access," according to Kari Bretschger, IMW's co-president. "The new building is a very creative environment specially designed for a more collaborative workplace."

The move to purchase their own building was modeled after what IMW saw their Innisbrook affiliated agencies doing around the country. Integrated marketing agencies such as IMW have a variety of creative, account, media and web development people who need a unique workspace to find the synergies in their solutions for client's marketing opportunities. "We decided it was the perfect time to take advantage of the current real estate market and upgrade the office environment for both our clients and employees," said Bretschger.

Originally specializing in food, nutrition and healthcare marketing, IMW has branched out into automotive, education and tourism markets in the last five years. IMW clients have been working with the agency in many different communication disciplines to build their brands and consumer demand. The need to provide new and traditional media solutions, plus the expansion into online brand management through social media and web development necessitated the move.

IMW is also noticing the improvement in the economy and anticipates new business coming from several new clients who are looking to expand their marketing programs and need the discipline of integrated planning and resources, which IMW provides. Aside from traditional advertising and public relation services, IMW has been developing social media promotions, mobile websites and applications, and more.

IMW clients include APEAM (Avocados from Mexico), Sunkist Growers, Balboa Bay Club & Resort and DENSO's MovinCool brand. In June of 2010, IMW received the "Best in Show" PROTOS award from the OCPRSA and in September 2010, claimed two Marketing Excellence Awards from *Produce Business* magazine for work done on behalf of The Avocado Producers and Exporting Packers Association of Michoacan (APEAM).



IMW's new building is a very creative environment specially designed for a more collaborative workplace



Marketing & Advertising - On Our Dime!

At 360 Commercial Partners, we design the commercial real estate industry's most innovative and effective marketing campaigns for our clients' properties – *on our dime*. No other brokerage – of any size – markets its listings more aggressively than 360 Commercial Partners, thanks to our in-house advertising and marketing agency, the 360 CREative Lab.

With 360 Commercial Partners, your property will be exposed to the market's largest pool of qualified prospects and brokers through breakthrough approaches. From e-marketing to direct mail; from outreach to private jet centers, country clubs and affluent residences; and from ads in the *Orange County Business Journal* to *Robb Report* - your property will get the attention, and command the price, that it deserves.

It's a new market – and it's time for a new approach. Move forward proactively with 360 Commercial Partners. And, next time you open the *Orange County Business Journal*, you could be reading about *your* property!



We Work Smarter!

360CommercialRE.com
949.296.3600

Integrated MarketingWorks

Founded in 1990, IMW is an award-winning marketing communications agency offering services that include: strategic planning, advertising, public relations, social media, online marketing, collateral, web design, promotion/sales support and more. Representing clients in a broad range of both consumer and B2B industries, IMW has a solid reputation for providing complete integrated marketing communications solutions driven by experienced professionals with connectivity at all stages. IMW is associated with the Innisbrook Group – a national affiliation of marketing communications agencies. For more information, visit www.intgmktg.com or contact Peter Bretschger at 714-557-7100 or pbretschger@intgmktg.com.

360 Commercial Partners, a Leading Independent Commercial Real Estate Brokerage, Launches In-House Marketing Agency

Led by a veteran of Fortune 500 companies, 360 CREative Lab develops commercial real estate's most innovative, aggressive marketing and advertising

3 60 Commercial Partners, the Irvine, California-based commercial real estate brokerage, announced the launch of its own in-house marketing and advertising agency, the 360 CREative Lab. Helmed by a veteran of branding and communications for Fortune 500 firms, the 360 CREative Lab develops, designs and deploys breakthrough campaigns to effectively market 360 Commercial Partners' listed properties for sale and lease.

"It's a new market and it's time for a new approach – especially in the area of marketing," says 360 Commercial Partners Founder and Managing Partner, Louis J. Tomaselli. "Discerning clients realize that settling for the status-quo marketing and service of other brokerages won't net results in today's challenging commercial real estate market. That's why 360 Commercial Partners is taking such an aggressive, innovative stance on advertising and marketing with the formation of the 360 CREative Lab."

Directed by Carrie Williams, who has led highly effective campaigns for companies including Microsoft, Target, Pepsi and Ford – as well as for the nation's top-selling residential real estate firm – the 360 CREative Lab offers the only professional-level, dedicated service of its kind within the region's commercial real estate industry. Williams has assembled a talented team to conceptualize, design and deploy customized marketing campaigns for every property and project that 360 Commercial Partners represents, developing innovative strategies that deliver qualified prospects, shortened transaction times and heightened bottom-line benefits to the firm's clients.

"Commercial real estate has become increasingly commoditized in the economic downturn,"



The 360 CREative Lab is helmed by veteran of Fortune 500 company branding, Carrie Williams

says Williams. "To combat this, the 360 CREative Lab leverages a unique branding approach to set our clients apart from – and above – the competition."

The 360 CREative Lab's innovative branding approach includes everything from brand creation – including renaming, market positioning and logo development – to brand repositioning through development of new messaging and color palettes. The agency's branding campaigns also include aggressive advertising, PR, e-marketing, microwebsites, events and direct marketing.

Unlike other commercial real estate firms, 360 Commercial Partners invests its own dollars to market and sell its listings and – even in this recessionary climate – has raised the industry's bar for property advertising frequency and volume. In addition to maintaining the commercial real estate industry's largest presence in the *Orange County Business Journal*, advertising campaigns developed by the 360 CREative Lab break through the clutter by going beyond traditional approaches to reach commercial real estate decision-makers where they live, work, travel and play via affluent lifestyle marketing and media.

These advertising placements include *The Robb Report*, *Worth*, *Luxe* (to reach prospects in private jet centers), *The Bay Window* (Balboa Bay Club members), *Bask Magazine*, *Riviera Magazine*, *Coast Magazine* and the *Segerstrom Center for the Arts* performance program.

To further heighten the efficacy of its advertising campaigns, 360 Commercial Partners' brokers pursue a proactive approach to outreach, consistently and actively seeking out assets, buyers, investors and tenants to achieve their clients' objectives.

"No other commercial real estate brokerage, regardless of size, markets its clients' properties more aggressively or effectively than 360 Commercial Partners," says Tomaselli. "Launching the 360 CREative Lab, and investing our own dollars to promote our listings, is a powerful demonstration of our unwavering commitment to deliver the best service, and results, in the commercial real estate industry."

For more information, please visit 360CREativeLab.com, 360CommercialRE.com or call 360 Commercial Partners at 949.296.3600.



The 360 CREative Lab creates marketing collateral that breaks through the clutter to garner attention



360 Commercial Partners' in-house marketing and advertising agency reaches commercial real estate prospects through traditional and non-traditional media, with the industry's most aggressive advertising schedule

BUSINESS JOURNAL SPECIAL EDITION



On April 11, 2011, the Orange County Business Journal will publish a special edition featuring cover-to-cover reporting on how PUBLIC COMPANIES are transforming the business landscape in OC. In addition to identifying OC's top public companies on the List, this featured edition will compare the top 10 public companies today versus a decade ago, profile members on the boards of OC's most prominent public companies, and much more.

Special cover wrap positions available!

Take advantage of this opportunity to connect your company to our readership of influential business decision makers.

For more information, contact your account manager at 949.833.8373.

Teenager Weathers the Recession

Arrowmac is enjoying its teenage years. It's early yet, but the company's 14th birthday is just around the corner. It has weathered the storm we call the recession and is well and truly back in action.

For the past six months, Arrowmac has grown and expanded as the economy of Orange County starts to turn around. The key to the firm's success is extensive industry knowledge by its owners, recruiters and account managers within the local office, where Arrowmac proudly sports nearly 50 years of creative and interactive IT recruitment and placement experience. There are very few boutique staffing agencies around Southern California that can compete with Arrowmac's success in the niche market. Don't get me wrong, there's competition out there, and it feels like David vs. Goliath as the company gladly takes on the big national boys and girls of the staffing industry on a daily basis—with plenty of success, or else the firm wouldn't be celebrating 14 years.

The company has slowly, but surely, built the new Arrowmac brand into a recognized name in the advertising and marketing community of Orange County. Arrowmac's client list is a who's who of Orange County that includes the best of the best when it comes to ad

agencies and corporate in-house, including some Fortune 500 companies. Arrowmac is the perfect solution to the perfect storm when it comes to immediate recruitment needs. Many times, Arrowmac can handle temporary placement on the same day. The agency can also step up on longer term



contracts: a week, a month, a year. Arrowmac understands every client is different. As the economy turns, so does the solution required by many clients. Some temporary assignments can go on to become full-time, and it's a great benefit to any company in times like these to have seen the potential employee in the workplace, on the job, prior to hiring him or her full-time. If a client's budget is back and they're getting ready to run on all four cylinders, Arrowmac offers a direct hire solution, where the employee goes directly onto the client's payroll from day one.

What sets Arrowmac apart from the competition is that its customer service is second to none. The agency's business is not just about seat filling—the mission is to match the right candidate to the right workplace. To survive 14 years of tough competition from national offices and local independents, this woman-owned corporation is once again helping some of the best companies in Orange County slowly but gradually move beyond the recession. By utilizing Arrowmac's services, ad agencies and corporations alike can expand their workforce at their own pace as their workload requires.

Currently, another key benefit to companies using Arrowmac's services is that the

employer burden remains with Arrowmac. From payroll, taxes and weekly paychecks to W2s and worker's comp, Arrowmac is the employer of record, except where the candidate is placed under a Direct Hire agreement.

Some of the positions that Arrowmac has helped clients to fill include: Art Director, Graphic Designer, Traffic Manager, Web Designer, Web Developer, SEO Specialist, Account Manager, Marketing Manager, and the list goes on. Best put, Arrowmac can help to find the right person to fill any title or position with an ad agency, in-house marketing, or creative services department. The agency's recruitment efforts also go beyond Orange County if needed; Arrowmac has recruited Art Directors and Copywriters from New York and Florida to join clients in Orange County.

As its brochure states, together we can be the right combination. When you find yourself at the point of hiring, call Arrowmac—you'll be glad you did.

For more information, please call 714.641.1260 or visit www.arrowmac.com. You can also find Arrowmac on Facebook and Twitter.

Brand Awareness and Demand.



You need them.
We build them. In our brand-new idea factory.

At IMW, we're experts at helping companies create and integrate multiple MarCom disciplines into a single, synergistic whole. One that successfully, and cost-effectively, optimizes everything from traditional and social media to online brand and website management. For both consumer and B2B-focused clients. And today, we're able to do it all even more efficiently—thanks to the brand-new building we now call home.

See why Integrated MarketingWorks, and has for over 20 years, at www.intgmkgt.com.

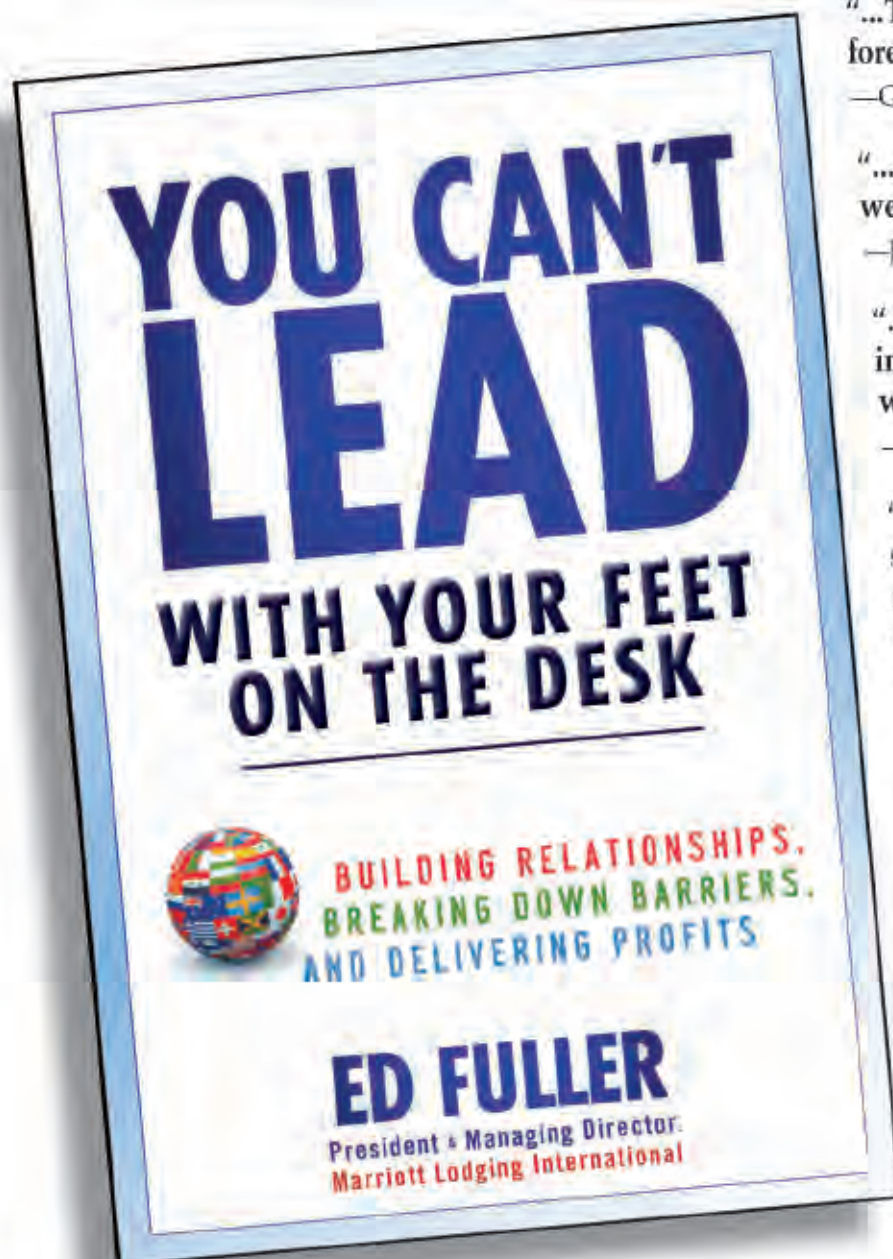


Advertising | Public Relations | Social Media | Promotions

3190 Airport Loop Dr., Building K, Costa Mesa, CA 92626
New Phone: 714.557.7100 Ext. 229

Ed Fuller's New Book Will Boot The Desk Jockeys Out Of Their Saddles

Marriott's International Lodging president shares 20 years and 10 million miles worth of boots-on-the-ground experience in nurturing productive business relationships around the globe. The reviews are in....



"...Take my advice, read his book before you take another plane on a foreign business trip. It will change the way you behave...."

—GEOFFREY KENT, founder and Executive Chairman, Abercrombie & Kent

"...Ed's book will empower you to apply many of the principles that we employ globally, whether it's in Denver, Dubai, or Düsseldorf...."

—JEAN-CLAUDE BAUMGARTEN, President, World Travel & Tourism Council

"...Ed Fuller brings experience, intelligence, and heart to this inspiring guide to building relationships and the good things that follow when you do..."

—MICHAEL V. DRAKE, MD, Chancellor, University of California, Irvine

"...Let me tell you what Ed's book isn't: it's not a primer on how to shake hands or fold your napkin in another country. It's an incredibly rich insight into leadership...that American business executives need to embrace to succeed in the global economy."

—ROGER DOW, President and CEO, U.S. Travel Association

"...Ed's book gives the student, manager, and executive practical experience in dealing with unique situations, new relationships, and creative problem-solving approaches that are broadly applicable in the business world, no matter where you live or whom you deal with."

—ANDY POLICANO, Dean, The Paul Merage School of Business, University of California, Irvine

"...This is a must-read! Every American needs to know how to work with others in this multicultural society. This is an essential read for all leaders and one that I highly recommend."

—JAMES STAMAS, Founding Dean, School of Hospitality Administration, Boston University

 **WILEY**
Now you know.

Available March 2011 wherever books and ebooks are sold.