

FOR IMMEDIATE RELEASE

CONTACT:
Anne Wear
awear@mcneillcommunications.com
Karen McNeill
McNeill Communications Group Inc.
336.884.8700

THARPERROBBINS EXECUTIVE WRITES CHAPTER FOR NEW BOOK
FROM 'INSIDE THE MINDS' SERIES

STATESVILLE, N.C. – Anthony Luciano is passionate about teamwork. As Senior Vice President of Sales and Marketing at the TharpeRobbins Company, a global leader in the managed recognition and rewards industry, he makes sure that his sales and marketing teams check their egos at the door and promotes an equal opportunity culture throughout the entire company.

Luciano is the author of 'How Customization Helps Separate You from the Pack' a chapter in the new book from the Inside the Minds series entitled *Implementing a Successful Marketing Strategy*. An authoritative, insider's perspective on devising, developing, and executing effective long-term marketing strategies, the Inside the Minds book series provides verified business intelligence from the world's most respected companies.

Because of his proven experience as a top-notch marketer, Luciano joined other marketing experts from companies such as CBS Films, Mercantile Bank and the American Cancer Society to explain how to stay on top of innovative strategies by outlining the fundamental components of a successful marketing campaign, following industry trends and demographics, and leveraging the ever-increasing role of the Internet. Luciano shares why market research is essential, how to determine ambitious yet attainable marketing goals and the importance of identifying the roles of each member of the marketing department. He also offers insight on how to personalize your goods or services to your target customer and what it takes to support business objectives by focusing on marketing changes that directly impact the bottom line.

"TharpeRobbins has achieved marketing success by stepping back and taking a hard look at the industry as a whole," says Luciano. "Employee recognition is not what it was five years ago; it's quite different than it was ten years ago; and it continues to evolve. Our goal is to help other companies learn how to implement successful recognition strategies by following our proven techniques."

– MORE –

Page 2, TharpeRobbins Executive Writes Chapter for New Book from 'Inside the Minds' Series

Each chapter in *Implementing a Successful Marketing Strategy* is a future look at where an industry, profession or topic is headed and the most important issues for the future. The chapter authors were hand-picked by the Inside the Minds editorial board for their expertise and proven track records.

To purchase the book online, visit www.aspatore.com. Look in the titles Business/Management section under CMO/Marketing and then search for *Implementing a Successful Marketing Strategy*.

#

The privately-held TharpeRobbins was created through the February 2007 merger of The Robbins Company, founded in 1892, and The Tharpe Company Inc., founded in 1981. Customized programs include products ranging from personalized jewelry to fine art, electronics, sports equipment and outdoor merchandise. The company also offers rewards through local and national services, entertainment and recreation.

The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The Attleboro, Mass., operations include creative services, software development and jewelry manufacturing. The company is ISO and SAS70 certified.

#