

## NEWS RELEASE

### Big Bang for Business: 8 Steps to Create Explosive Growth

**Toronto, ON, Monday, April 08, 2013** – Neville Pokroy, a 30 year veteran of marketing has launched a book for small and mid-size businesses that will change the way those business owners and executives see marketing for good.

Entitled “Big Bang for Business – 8 Steps to Create Explosive Growth and Success”, the book provides some exciting insight and stories for the non-marketer that will help them to understand what true marketing really is and will help to evolve them into making better marketing decisions based on strategic thinking and vastly improved insight.

***“Good fortune is what happens when opportunity meets with planning.” - Thomas Edison***

It is no coincidence that Edison had the foresight and creativity to invent the electric light bulb. With the same enlightened foresight, anyone in business can use this book as a guiding light for their business – and in particular, to help move their business into an exciting and prosperous future.

*Highlights of the book include:*

- How Growth can transform your business
- The true meaning of Marketing
- Why Marketing often appears to fail
- Why planning starts with a hedgehog
- How to use AIDA to improve your selling process
- Why Digital is in your future
- Whether you are a saboteur in your own business
- The 8 Steps to Create Explosive Growth and Success

Readers are challenged to question their historical views and gain some new insight into how their business could grow with a basic and fundamental adjustment in their approach as a business leader.

According to Raymond Aaron, New York Times Best Selling Author: *“Neville’s insight into marketing as an important contributor to business growth is fantastic.”* He added: *“This holistic approach to marketing makes so much sense that this book is a must-read for all business owners and executives, regardless of the size and sophistication of their organizations – from sole proprietors to multi-million dollar enterprises”.*

David Wojcik, Executive Producer, BiZ TV Canada had this to say: *“Big Bang for Business is a great step by step “meat and potatoes” marketing strategy guide for the unmarketer. Neville’s logical, systematic and metric driven approach to de-mystify marketing is a refreshing departure from the many philosophical books available today”.*

**Neville Pokroy** has over 30 years of experience in all aspects of marketing, from big business to sole proprietorships. His hands-on experience spans the most basic to the most strategic, and everything in between. This has provided him with tremendous insight at all levels of the marketing discipline, and in particular, how it impacts on the ability of businesses to leverage marketing as a prerequisite for growth.

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