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SEPTEMBER 19, 2007- NICHE MARKETING DRIVES ENTREPRENEURS SUCCESS

***First, Best or Different* is released by author John Bradley Jackson**

“FIRST, BEST, OR DIFFERENT is one of those exceptional books that changes the way you think about marketing and entrepreneurs. I highly recommend this book.”

Manny Fernandez, Chairman Emeritus, Gartner Inc

Viral marketing, unconventional sales techniques, search engine optimization, search marketing, website design, creative direct mail – all items that help a business to dominate its niche. This book delivers hundreds of ideas on marketing better, dominating competition and selling more.

“Every entrepreneur needs to know that to be successful in niche marketing you need to be first, best, or different,” says author John Bradley Jackson. Presented in concise, easy-to-read chapters the book avoids useless debate and instead focuses on short definitions and practical insight.

The book intimately weaves content related to Jackson’s website and blog. The site – www.FirstBestOrDifferent.com -- fosters a continuing dialogue and an exchange of ideas among entrepreneurs interested in discovering more about niche marketing. Jackson’s blog solicits commentaries from various industry luminaries, and is open for readers to share their experiences and opinions.

“A well-thought-out and properly executed niche marketing plan has a huge impact on the success of any venture. This book, website and blog are dedicated to helping entrepreneurs to be more successful,” says Jackson.

The author, John Jackson is a Lecturer in Entrepreneurship, Marketing Strategy, and Negotiation at California State University, Fullerton and at California State University, Long Beach. He is a veteran sales and marketing executive from Silicon Valley and Wall Street.

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www.FirstBestOrDifferent.com

First, Best or Different

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