



*****MEDIA ALERT*****

Media Contact:
Laura Collins
Allison & Partners
(480)776-6413
lcollins@allisonpr.com

**“The New 4 P’s of Marketing” to be Presented at the
American Marketing Association’s October Luncheon**

- WHAT** The American Marketing Association’s (AMA) Phoenix Chapter announces its October luncheon: **“The New 4 P’s of Marketing”**
- WHO** John Gardner, president of [Integrative Logic](#), a data-driven marketing group founded on the belief that developing better customer relationships through data analysis and implementation can facilitate a higher return on investment, will present the topic.
- Attendees can expect to learn:
- How to deploy customer value management practices in your organization
 - Why the traditional “4 P’s of Marketing” are now obsolete in today’s society
 - How peer-to-peer technology is changing the marketing environment
 - Why today’s consumers expect and demand personalization in marketing
 - How to use predictive modeling to plan for the future marketing efforts
 - What non-traditional marketing avenues to tackle
- SPONSORS** This event is sponsored by [Weber Advantage Consulting, LLC](#). [Prisma Graphic](#) is the Platinum sponsor, [WestGroup Research](#) is the Gold sponsor, and [Bold Impressions](#) and [KEO Marketing](#) are the Silver sponsors for all 2008-09 monthly meetings and SIG events. Other annual sponsors include: [Aquent](#), [media88](#), [Personalized Laser Inc.](#), [Phoenix Business Journal](#), [Republic Media](#) and [Wright Choice Promotions](#).
- WHEN** Wednesday, October 22, 2008
11:30a.m. – 1 p.m.
- WHERE** [Embassy Suites Phoenix – Biltmore](#)
2630 E Camelback Road
Phoenix, AZ 85016
- COST**
- \$40 for members and students that register by Oct. 17
 - \$55 for nonmembers that register by Oct. 17



*****MEDIA ALERT*****

Media Contact:
Laura Collins
Allison & Partners
(480)776-6413
lcollins@allisonpr.com

-
- Prices increase at the door

REGISTRATION

Register online at <http://www.netme.com/amaphoenix/>

**CONTACT
INFORMATION**

American Marketing Association – Phoenix Chapter
www.amaphoenix.org
602-866-0342

###