



PMG ANNOUNCES LAUNCH OF MARKET WARFARE BOOK

Ed Hennessy, PMG Principal and Founder announced the launch and availability of a new, breakthrough Marketing book titled **“Market Warfare: Leadership & Domination Over Competitors.”**

The Publisher, American Business Book Press is promoting the book, as a significant work that will change the Market Consulting landscape.

Included among the key Industry luminaries that endorse and support the book are Jay Conrad Levinson – The Father of Guerilla Marketing and Gary K. Wolf – the creative genius that authored the book that spawned the blockbuster Disney movie “Who Framed Roger Rabbit?”

Mr. Wolf’s commentary drives home the value of Mr. Hennessy’s expertise and the impact of the Market Warfare book.

He indicates, “In the rough and tumble Marketing Wars – Ed Hennessy is my Yoda.” Hennessy describes the book, as a Marketing Cookbook that provides the reader everything needed to take the breakthrough techniques outlined and put them into practice to generate new sources of business, wreak havoc on the competition and drive performance of Sales/Distribution Networks and Channel Partners to new heights and much, much, more.

The book can be obtained through the Publisher Direct Book Store at:

www.pdbookstore.com

It is located in the Coming Soon section – just scroll down, and you will find the full write-up on the author and this impactful Marketing work.

The Book Store will accept and fulfill new orders promptly.

The book is also promoted on Amazon, Target, Baker & Taylor, All Book Stores.com, and many other Worldwide outlets.

Hennessy commented that Market Warfare was in the hopper for a long-time – the genesis for this work is based on three decades of accumulated experience.

Hennessy said, “As a Marketing pro, I looked high-and-low for a work like Market Warfare and could not find it. As a result, I decided to fill the void and produce this

practical guide for other Industry associates that could take advantage and apply the breakthrough approaches and techniques.”

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PMG is a private Market Consulting firm located in New Hampshire that specializes in powerful Market Programs that generate tangible results for Client companies. PMG has been responsible for generating \$500-\$750 Million revenue (cumulatively) for various Clients.