

## Profit Assassins are lurking in your business.



**Did you say Profit Assassins?**

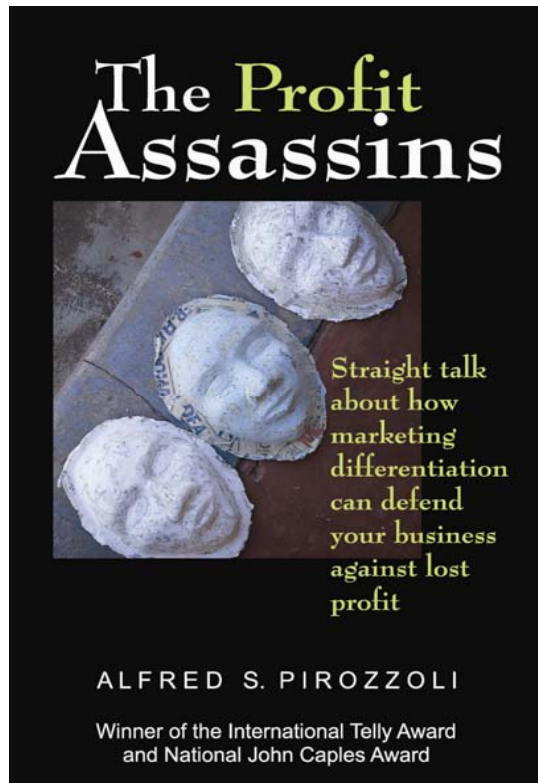
**You've got to be kidding....**

**you are kidding, right?**

**amazon.com.**

*invites you to find out...*

## New Book Announced



“The *Profit Assassins* is a book that will encourage you and get you excited about the amazing value of marketing differentiation. It will help any business achieve significant results from marketing efforts.”

Tom Voccola, author of  
*The Accidental CEO.*

**This book will help your company create profitable sales opportunities through marketing differentiation.**

**Marketing differentiation is your company's most valuable asset.**

This book is about using your marketing in a way that supports:

- More Profitable Sales
- Attracting Better Customers
- Higher Price Point
- Better Sales Calls
- ...and much more.

**Today, many products are so alike, what will make buyers believe yours are *not* the same as all the others?**

**The fact:**

**What makes you different is what makes you money. That means differentiating your marketing message is vital.**

Al Pirozzoli, award-winning Creative Director and Marketing Strategist, uncovers the existence of Profit Assassins in commodity marketing. He prepares you to do “Mind Combat” with them. Conveying your value message properly, connects with the right buyers who are prepared to pay more for your solutions. Al's concepts have introduced new products and revitalized existing products to the tune of billions of dollars in sales.

And 10% of the author's proceeds will help finance fresh, clean water wells so life can thrive and not be choked out by sickness and disease.

***The book is worth the read, and fresh water wells are worth the support.***



Available for immediate delivery on:

[amazon.com](https://www.amazon.com) [globalbooksinprint.com](https://www.globalbooksinprint.com)  
[alibris.com](https://www.alibris.com) [booksinprint.com](https://www.booksinprint.com) [abebooks.com](https://www.abebooks.com)

*Also a great gift for anyone who works or runs a business.*