

NEWS RELEASE
For Immediate Release
Contact: Heather Hawes
630.772.1022
heatherh@ConstructionMarketingAssociation.org

New Book Available – Tools of the Trade: Modern Marketing for Construction Brands

Naperville, IL—November 6, 2012—A new book entitled *Tools of the Trade: Modern Marketing for Construction Brands* is now available by author Neil M. Brown, Chairman of the Construction Marketing Association.

The 214-page comprehensive guide covers all aspects of marketing building products, equipment and construction services to construction and related targets. The book is divided into 5 Units: Strategic Marketing, Tactical Marketing, Specialized Marketing, Practical Marketing, and Marketing Resources.

All functional marketing types including traditional and digital media are described with practical tips. The Specialized Marketing unit provides information on channel marketing, A/E/C/ marketing and retail hardware and home improvement marketing. To illustrate marketing best practices, many specific examples of marketing programs and campaigns in the construction industry are shared. The book also serves as the study guide for the CMA's Certified Construction Marketing Professional (CCMP) program.

“No question, few contemporary books about marketing in the construction industry exist. TOOLS OF THE TRADE covers the full range of marketing, with case study examples, and all the latest techniques,” states author Neil M. Brown. *“TOOLS OF THE TRADE also serves as the study guide for our professional marketing certification.”*

To **order** a copy of **Tools of the Trade: Modern Marketing for Construction Brands** via credit card, link to the Construction Marketing Association website, [link here](#). Order through booksellers via ISBN 978-0-9849319-0-3.

###

ABOUT THE AUTHOR



Neil Brown is Chairman of the Construction Marketing Association. He has been CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector including Emerson Electric, USG and Bosch Tools. Prior to the agency-side, Brown was a brand manager at electrical products manufacturer IDEAL Industries, and later CMO of an architectural metals manufacturer. Neil is a frequent speaker, author and contributor to *BtoB* magazine, *Advertising Age*, *Marketing Week* and the award-winning Construction Marketing Blog. He holds a BS–Marketing Cum Laude from Southern Illinois University, and an MBA from Northern Illinois University. In 2012, he published the book, *Tools of the Trade: Modern Marketing for Construction Brands*.

ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. CMA sponsors the annual Construction Marketing STAR Awards, and the Certified Construction Marketing Professional (CCMP) program. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [Google+](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-868-5061.

© 2012 Construction Marketing Association. All Rights Reserved.