

NEWS RELEASE
For Immediate Release
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Construction Marketing Book Preview Webcast January 17

Naperville, IL—December 5, 2011— A webcast will preview the new book: ***Tricks of the Trade: Modern Marketing for Construction Brands*** by Construction Marketing Association (CMA) Chairman Neil M. Brown. Registration is now open on the Construction Marketing Association (CMA) website, link below. The free webcast for members and non-members is scheduled for **Tuesday, January 17, 2012** at 1 pm CST.

The breakthrough new book is a comprehensive guide that covers all aspects of marketing in the construction industry, from building products and equipment, to A/E/C services and retail, along with real examples of construction marketing implementation. The book is organized in four modules including strategic marketing, tactical marketing, specialized marketing and resources, and will serve as the as the study guide for the Certified Construction Marketing Professional (CCMP) program.

“Marketing is changing rapidly. Many textbooks, curriculums and marketing certification programs have not kept pace with the realities of modern marketing, certainly not with specific focus on the construction industry. We saw the need for sharing modern marketing best practices, which is aligned with the mission of the Construction Marketing Association,” explains author and CMA Chairman Neil M. Brown.

To **register** for the free *Construction Marketing Book Preview Webcast*, link to:
http://www.constructionmarketingassociation.org/CMI_Events.cfm.

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

ABOUT THE AUTHOR

Neil M. Brown is Chairman of the Construction Marketing Association, and Chief Marketing Officer (CMO) of Construction Marketing Advisors. Prior to these roles, Brown was CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector. Brown was a brand manager at electrical products marketing powerhouse IDEAL Industries, and later CMO of an architectural metals manufacturer. Neil earned an MBA from Northern Illinois University, and a BS-Marketing from Southern Illinois University. Neil is a frequent speaker, author and contributor to *Advertising Age*, *BtoB* magazine, *Marketing News* and many other publications. In 2009, he published the book, *Branding Best Practices: A Guide to Effective Product and Business Naming*.



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