



INDUSTRY INSIGHT

ARTICLES

Cutting-edge Insight from
Industry Insiders

It's your insight.

It's your story.

Now you can share
both in a way that
can boost your
credibility and
attract new business

*Good business
should be
good fun, and good
fun involves
freedom.....*

*Freedom is what
Industry Insight
articles are all
about!*

*You get freedom
to craft the
questions, and
the design.
You make the
rules*

Let's go!



MOVING UP

How Rachel Caxton's
relocation business
is taking Tokyo
by storm >>

Industry Insight articles

Leverage your cutting-edge industry insight and expertise to **attract more business**

NAVI

Download samples:

- [Sidestep technologies](#)
- [SalesFuel](#)
- [Canada Cloud](#)

Want to be featured in a **professionally-edited, magazine-quality article** that can present you as an industry expert (build credibility and trust), help you promote your business more effectively, and receive special access to an exclusive [corporate communications toolkit](#) that can help you market your business to virtually any potential customer, partner, media or investor?


Industry Insight articles are 2-page Q&A articles that are custom-designed to deliver a punchy profile of your insight into the latest news, developments and trends of your industry, as well as information about your business strategy, new developments, and news, and capped off with convincing reasons why readers should work with – and order from – your company.

Industry Insight articles provide relevant and useful industry information while – simultaneously – making you and your company look amazing!

Prepare to look like an industry expert that people should be talking to – and doing business with.

Industry Insight

Cutting-edge Insight From Industry Insiders



How Smartstack technology is going to shape your future

Research
Our dedicated research team will search, identify and present optimum solutions for all client scenarios

Implementation
Our experienced team can implement systems solutions whenever our clients are around the world

Results
We produce results that are measurable, repeatable and verifiable at all levels of business.

SideStep solutions

While server technology is evolving by the minute, training and skills of those who run them aren't. That's why SideStep Technology has opened shop and begun running extensive server-related training to help ensure vital tech stays operating. But when the pressure is intense, how can managers assess needs and run training without disrupting day-to-day server operations?

Business reporter **Jon Wash** spoke with **Chuck Tyson**, CEO of **SideSite Technology**, to discover some of the company's new strategies to get Smartstack technology off the racks and into businesses worldwide.

What's the biggest news in North America's server technology space?

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What types of information can be featured?

Besides featuring your insight into your industry, Industry Insight articles can include information about:

- Your company's key focus, key products/services
- Your key achievements, projects, etc. (demonstrate your credibility, skills and capabilities)
- Hints and tips to build readers' trust in you as a service provider
- How you are helping the industry move forward (build credibility and encourage support), and more.

These articles are ideal marketing tools for:

- | | |
|----------------------|------------------------------|
| CEOs | Managers |
| Section managers | Entrepreneurs |
| NGO executives | Project managers |
| Recruiters | School administrators |
| Teachers | Researchers/Specialists |
| Travel/tourism staff | Real estate staff, and more! |

[Summer Sunrise collection](#)

INDUSTRY INSIGHT

Cutting-edge Insight from Industry Insiders

CUSTOMER SERVICE

Customer service: Why less means more

SalesFuel

Japan's customer service industry is undergoing rapid change. Service expert Rachel Carlson provides the foundation for the latest developments.

16 SECOND OPINION

Which online service is able to best help businesses improve their customer service? Or is it a matter of how you use the service?

Round Table

Business leaders will debate with **Michelle Taylor**, CEO of **SalesFuel**, to discover the latest trends in customer service.

Business Roundtable

Learn about the latest trends in customer service from industry experts.

Business Roundtable

Learn about the latest trends in customer service from industry experts.

P1

P2

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INDUSTRY INSIGHT

Cutting-edge Insight from Industry Insiders

ENVIRONMENT

Urban food and the fight against climate change

Photojournalist is a major contributor and partner since – in the right spirit – and also a major contributor to the latest developments.

16 SECOND OPINION

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INDUSTRY INSIGHT

Cutting-edge Insight from Industry Insiders

Cloud Computing

Cloud computing: Why plugging in matters

Canada's cloud industry is undergoing remarkable change. Local cloud expert Jackson Street provides the foundation for the latest developments.

16 SECOND OPINION

Which online service is able to best help businesses improve their customer service? Or is it a matter of how you use the service?

Round Table

Business leaders will debate with **Michelle Taylor**, CEO of **SalesFuel**, to discover the latest trends in customer service.

Business Roundtable

Learn about the latest trends in customer service from industry experts.

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How can you use an Industry Insight article?

All standard format articles (2 pages) are designed to stand out and can be used

- As a handout and online resource to promote your business at seminars, networking events and meetings
 - To promote your business on social media and through your company's other networks
 - Use all or portions of the article in social media posts, press releases, corporate newsletters and marketing kits to boost credibility and spread awareness of your activities to all stakeholders
 - Send to magazine, newspaper and website editors to encourage them to publish an article about you
- Special service:** To significantly increase your chances of gaining valuable media publicity, Business Grow can create carefully targeted, tailor-written article pitches to promote you and your article to your Chamber of Commerce as well as magazine, newspaper and website editors
- Upgrade your Industry Insider article to any of a range of other powerful business marketing products – see next page for more.




Why investing in superior talent can create superior results

Industry Insight
Cutting-edge Insight From Industry Insiders

Good recruiters matter

Recruiting good staff is a challenge for many managers, however, making the effort to attract the best employees often provides a payoff far greater than the initial investment.

How can New York-based managers find the best staff in an employee-friendly job market?

Business reporter **Jon Walsh** spoke with **Michelle Casado**, Chief HR Officer of **Tactical Strategies** in New York to discover 10 smart hiring tactics that can make all the difference.

What are the biggest challenges facing New York-based recruiters?

Learn from **Jon Walsh**, **Michelle Casado**, **Chief HR Officer of Tactical Strategies** in New York to discover 10 smart hiring tactics that can make all the difference.

We go the extra mile so you won't have to.



What type of staff are most in demand in the New York area today?

Learn from **Jon Walsh**, **Michelle Casado**, **Chief HR Officer of Tactical Strategies** in New York to discover 10 smart hiring tactics that can make all the difference.

What are the latest industry trends that employees need to be watching?

Learn from **Jon Walsh**, **Michelle Casado**, **Chief HR Officer of Tactical Strategies** in New York to discover 10 smart hiring tactics that can make all the difference.



Overcoming Advertising Fatigue

10-Second Briefing

- More sophisticated advertising agencies are challenging the market leaders
- Costs of becoming a new creative hub, particularly for online research and marketing
- Online advertising set to surpass all other forms of marketing combined in 2012
- Market leaders often find it difficult to keep up with strategies of smaller more nimble market players
- Smaller agencies collaborating with larger advertising companies is key to success.

Business reporter **Jon Walsh** spoke with **Rachel**, **Creative Director at Blue Advertising** to get the lowdown on what advertising industry and team some of the company's strategies to grow the sector and better secure market share.

About Rachel

Blue Advertising is an innovative Tokyo-based advertising agency that specializes in turning small businesses into giants.

We provide professional **artistic**, **creative** and **limited budget** advertising services.

Blue's established track record of success is backed by a global team of partners that are laser-focused on building brands into behemoths.

Contact Rachel
rachel@blueadvertising.jp
www.blueadvertising.jp
rachel@blueadvertising.jp

Corporate profile



Products & services

MAIN WEBSITE

Business document

Client

Advertising strategies

What makes a company's corporate communications great?

10-Second Briefing

SmartComms' Taylor Sutherland discusses how Australia's corporate communications industry is having a much-needed shakeout, and where it will go from here.

10-Second Briefing

- Website is the cornerstone of what SmartComms does
- Website and incentive monitoring, media coverage used to track feedback
- Challenge conventional thinking
- Strategy: What, How, Who and When
- Biggest challenge to communication

About Taylor

- Incumbent of labor at doore
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- Incumbent of labor at doore


Effective corporate communications to vital for a business regardless of whether it is used to promote new products or services, talk with the press, or communicate with stakeholders and customers.

Business reporter **Jon Walsh** spoke with **Taylor Sutherland**, **CEO of SmartComms**, to discover some of the industry's corporate communications secrets that, with a touch of creativity, can empower entrepreneurs to more effectively promote their businesses and communicate with customers.

What is your most effective strategy?

"It starts with a message," Taylor advises regarding the basic ingredients of a good corporate communications strategy, which he summarizes as What, How, Who and When. "We often start with a headline and ask ourselves, 'What do we want to see on the page?' 'What is the end goal?' 'What are we trying to sell?' Because unless you have that at the core, then you are going nowhere."

Communications Triad






How smarter planning can foster Smarter Decisions

10-Second Briefing

SalesForce's Michelle Goh explains how smarter strategizing and blue sky planning can drive change throughout a business

10-Second Briefing

- Website is the cornerstone of what SalesForce does
- Website and incentive monitoring, media coverage used to track feedback
- Challenge conventional thinking
- Strategy: What, How, Who and When

About Michelle

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Business reporter **Jon Walsh** spoke with **Michelle Goh**, **Marketing Manager for SalesForce**, to discover some of the company's marketing secrets that, with a touch of creativity, can empower entrepreneurs to more effectively promote their businesses and communicate with customers.

What is your most effective strategy?

"It starts with a message," Michelle advises regarding the basic ingredients of a good corporate communications strategy, which she summarizes as What, How, Who and When. "We often start with a headline and ask ourselves, 'What do we want to see on the page?' 'What is the end goal?' 'What are we trying to sell?' Because unless you have that at the core, then you are going nowhere."

MARKETING STACK



SPECIAL OFFER: Unlock a Corporate Communications Toolkit

Order an Insight Industry article and receive 10% off any products in Business Grow's [Breakthrough Marketing Essentials](#), a corporate communications toolkit you can utilize to upgrade your existing marketing platforms and materials, and market your business to virtually any potential customer, partner, media or investor. (Discount valid for 9 months from when the Industry Insight article is purchased.)




BREAkTHROUGH MARKETING Essentials

Tools to MARKET your business to virtually any potential customer

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Work with us and you'll be in **good company**



TRIAL OFFERS

SUPPORT THE COMMUNITY

Shared Learning for Faster Business Growth

Expert Insight

Revving up your Corporate Communications

Effective corporate communications is vital for a business regardless of whether it is used to promote new products or services, work with the press, or communicate with stakeholders and investors. One business that has turned good communication into an art form is Nissan North America Inc. Japan's second largest and arguably most competitive automobile company. Under the leadership of CEO Carlos Ghosn, Nissan's phone-line rise from the ashes has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

Business reporter Jonathan Walsh spoke with Simon Sparke, Vice President of Global Communications at Nissan, to discover some of the company's corporate communication secrets that work a wealth of creativity, cost-effective communication, and more effectively promote their business and communicate with consumers.

Providing stakeholders with timely information

Nissan work hard to ensure that the company's existing relationships from one of a growing black book of fans, past employees and planning global market share.

Key departmental responsibilities include: media, analyst, and shareholder relations, crisis and employee communications, corporate citizenship, media activities, investor relations, product launch, public relations, website, business with services and case management.

Key global communication roles, on principle roles on the website, press releases, media presentations, social, analyst & shareholder events, speeches, conference presentations, and other activities."

10-SECOND BRIEFING

INDUSTRY AUTOMOBILES
LOCATION: Chūbu, Tokyo
SET UP DATE: 2004
OPERATING INCOME: 2004: 480.00 BILION
EMPLOYEES: 165,000

PHOTO: SPARKE

"Speed, relevance and trust are at the core of all communications."

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

PM-Global

Revolutionizing Program Execution

How did a small 104-year-old project management company create the surge where they now enjoy 95% repeat business with some of the biggest names in the Japanese business arena?

It is only fair to ask how such a tiny company in Japan can look if any need for advanced project management (PM) services, but that article was tucked in the news when YUKI, the so-called "Millennium Bug", closed thousands of companies the world over in a purchase of over 700 servers with no rights before midnight 2000.

That's why you don't want him, when he comes to your door. He's not a salesman, he's a project manager. He's not a salesperson, he's a project manager. He's not a salesperson, he's a project manager. He's not a salesperson, he's a project manager.

10-SECOND BRIEFING

INDUSTRY: Project Management
LOCATION: Tokyo, Japan
SET UP DATE: June 2001
OPERATING INCOME: 2004: 1.00 BILION
EMPLOYEES: 100

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

MUGRINES CORPORATION

Tokyo sustainability startup creating global impact

How a Japan-based startup is building a market nobody noticed

Effective communication is vital for a business regardless of whether it is used to promote new products or services, work with the press, or communicate with stakeholders and investors. One business that has turned good communication into an art form is Mugrines Corporation, Japan's largest sustainable startup.

Under the leadership of CEO **DAISUKE CHIKUDA**, Mugrines' phone-line rise from the ashes has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

Business reporter Jonathan Walsh spoke with Daisuke Chikuda, CEO of Mugrines, to discover some of the company's corporate communication secrets that work a wealth of creativity, cost-effective communication, and more effectively promote their business and communicate with consumers.

Providing stakeholders with timely information

Mugrines work hard to ensure that the company's existing relationships from one of a growing black book of fans, past employees and planning global market share.

Key departmental responsibilities include: media, analyst, and shareholder relations, crisis and employee communications, corporate citizenship, media activities, investor relations, product launch, public relations, website, business with services and case management.

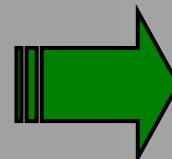
10-SECOND BRIEFING

INDUSTRY: Sustainability
LOCATION: Tokyo, Japan
SET UP DATE: 2004
OPERATING INCOME: 2004: 1.00 BILION
EMPLOYEES: 100

Why not upgrade?

Upgrade your Industry Insight article to any of the quality products shown here and receive a **10% discount** off the upgrade fee.

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- **Executive Impact articles** – (above middle and right) Create instant credibility for yourself in meetings, sales pitches, seminars, and other marketing activities
- **Business Dashboards** – (below right) Use these smartly presented documents to present targeted sales pitches – every time > [Brochure](#)
- **Corporate newsletters** – Inform, impress and market to customers, partners and staff > Samples: [Long](#) [Short](#)
- **Tell Your Story articles** – (below left) Celebrate your success with a customized article profiling your achievements and that can turn heads, attract customers, and help you sell more
- **Experts Profiles** – (below center) These compact, eye-catching, and engaging business profiles cement your credibility and professionalism and entice potential customers to purchase, collaborate and/or partner with you.



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MOVING UP

How Rachel Caxton's relocation business is taking Tokyo by storm

Tokyo Experts Profile

Business writing & editing

AREAS: Business articles | Writing & editing | Customer training

About Business Grow

How can we help you?

Other products & services

Points of difference

Why work with us?

Special offer

Contact us

LEARN MORE

Business Dashboard

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Professional Writing | Editing | Business Promotion

Why choose Business Grow?

3 Total flexibility – Customers can select any or many products and services in any combination, at any time, with or without consulting services

4 On-the-shelf marketing packages – Tailored to your company's specific marketing objectives to maximize their reach

What do you need?

Company overview

INFORMATION DASHBOARD

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Contact: Jon Walsh | E: info@businessgrow.net

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Jon Walsh – BUSINESS GROW
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