

Market yourself and your business to

Business, Media, Events
You'll have everything covered

BUSINESS

- ✓ Potential customers
- ✓ Partners
- ✓ Affiliates
- ✓ Investors

MEDIA

- ✓ Websites
- ✓ Newspapers
- ✓ Magazines

EVENTS

- ✓ Conferences / meetings
- ✓ Seminars
- ✓ Networking events

You never get a second chance to make a great first impression

Here's how to make sure the first one counts

Business Marketing Toolkit

Business Dashboards



Business Bios

Corporate Newsletters

Corporate Profiles

Industry Insight articles

Executive Impact Articles

Tell Your Story Articles

Experts Profiles

TACTICAL STRATEGIES TOKYO

About Us
Tactical Strategies Tokyo delivers full-cycle IT and security solutions to clients wherever and whenever they need them.
We go the extra mile so you won't have to. Our team of highly dedicated professionals will work to clients' schedules to install the latest systems and software to protect systems and servers from external attacks at all layers.

Our Services

- Research**
Our dedicated research team will search, identify and present optimum solutions for all client scenarios.
- Implementation**
Our experienced team can implement systems solutions wherever our clients are around the world.
- Results**
We produce results that are measurable, repeatable, and verifiable at all levels of business.

Visit our showroom

38 Fl Park View Building
9-8-7, Minaminochi
Chiyoda-ku
Tokyo, 123-4567
Japan

Scan for more information

Jon Walsh
info@businessgrow.net

OUTSTANDING business promotion tools for outstanding businesses

Innovative new marketing tools to turn heads, attract customers, and **SELL MORE**

Business Dashboards

NAVI

Present targeted sales pitches – every time.

Download:

- [Brochure](#)
- [Sample](#)

Please request a quotation.

Looking for a simple yet effective way to present key information, facts and figures about your business to potential customers, partners, media and investors?

You just found it.

A **Business Dashboard** is a 'business gateway' comprising a customized serving of all the key information your potential customers need to know but may not have time to find.

The efficient dashboard format gives them complete control over what they view – based on key information you want them to see. By simply sending a link to your Business Dashboard, potential customers who click the featured hyperlinks will be taken immediately to the webpages on your and/or other websites that are relevant to them **and that will encourage them to buy**. That means you'll be able to present targeted sales pitches, faster – every time.

Business Dashboards feature everything you want a particular type of customer to see – on one or more eye-catching pages.

What types of information can be included?

- Business introduction/overview
- Product/service information
- Work and product samples
- Profiles of key executives and staff
- Advertising and special promotions
- Case studies and key achievements
- Company history
- Client list, price lists, etc.
- CSR/IR information, and more.

To help people understand your business faster, different Business Dashboard versions can be created for different users: customers, investors, partners, media, and more. For even greater impact, why not combine a dashboard with a [Business Bio](#) or [corporate profile](#) (see following pages)?

Business Bio

You never get a second chance to make a great first impression. Here's how to make sure the first one counts.

NAVI

Top-level executive & business promotion

Download:

- [Business Bio brochure](#)
- [Nissan](#)
- [Kudos](#)
- [WineInStyle](#)

Two versions:

- Q&A
- Article-style

Please request a quotation

You've got your laptop, your presentation notes and your business cards. But when the crunch comes, will you be able to present yourself and the key sales points of your business to a potential customer in an effective, credible and articulate way?

Now you can **dazzle** your customers, partners, media and investors and **forge a great first impression** with your own **Business Bio** – a 1-2 page professionally written promotional tool combining carefully crafted text with eye-catching design to cement your and your business's credibility and create a lasting impression wherever and whenever you need to.

Business Bio can be –

- Sent to potential clients
- Put on your website
- Distributed at meetings, seminars, events and trade shows
- Used in presentation packs and newsletters.

[Download Business Bio infopak](#)

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 strategies, talk with the press, or communicate with stakeholders and customers. One business that has turned good communications into an item is Nissan Motor Company Ltd. Japan's second largest and rapidly most competitive automobile company. Under the new leadership of CEO Carlos Ghosn, Nissan's prospects like the firm the sales 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 Steve Spivack, Vice President of Global Communications at Nissan, to discover some of the company's corporate communications current that, with a touch of creativity, can empower entrepreneurs to more effectively promote their business and communicate with customers.

Providing stakeholders with timely information
Nissan needs timely information. The company's ongoing turnaround from one of a spiraling black hole of debt, poor employee morale and plummeting global market share.

10-SECOND BRIEFING
Nissan's CEO Carlos Ghosn, Vice President of Global Communications, Steve Spivack, Nissan Motor Company Ltd. Japan's second largest and rapidly most competitive automobile company. Under the new leadership of CEO Carlos Ghosn, Nissan's prospects like the firm the sales has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

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Download

MOVING UP

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

Download

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

PM-Global

Revolutionizing Program Execution

February 2006

10-SECOND BRIEFING

Download

Business Bio Business Grow

Business promotion | Writing & editing | Sustainability

About Business Grow

Business Grow is an innovative Tokyo-based company specializing in providing professional **writing, editing, business promotion, and sustainability** services.

To date, **Business Grow** has placed more than **350 articles** in Asia-based media, and assisted businesses as diverse as **Toyota, Nissan, NTT DoCoMo, JR East, Hitachi, Microsoft, BP** and others with customized newsletters, **articles**, editing and other services.

Points of difference

- **Impact** – Our exclusive range of innovative **business packages** and professional **writing and editing services** will help you **promote your business in virtually any possible customer, partner, media or investor** using incentive marketing, traditional & social media and other methods.
- **Extensive media experience**
- **Consumers into producers** Our urban farming program is turning consumers into producers by teaching people how to grow healthy food.

KEY BUSINESS AREAS

Customized business promotion tools and strategies	Professional writing and editing services	Urban farming, sustainability, CSR services
----------------------------------------------------	-------------------------------------------	---------------------------------------------

KEY ACHIEVEMENTS

Promoted more than 350 companies and individuals through 17 printed and digital media throughout Asia	Had over 350 articles published – including 14 cover stories – based on interviews with CEOs, Ambassadors, NPO executives, top sports, industry executives, entertainers, and others	Taught key sustainability and business concepts to hundreds of school children, teachers, parents, PTA members and business people
Launched community support program	Launched community support program	Launched community support program

CONTACT US

Jonathan Walsh
E: info@businessgrow.net
U: www.businessgrow.net

LEARN MORE

Corporate profile	MAIN WEBSITE	Clients
Products & services	Business dashboard	Sustainability services

Taylor Consulting Inc.

BUSINESS BIOGRAPHY

Business Innovator Fueling Asian I.T. Consulting Sector Growth

David Taylor
CEO, Taylor Consulting Inc.
Japan's leading I.T. Consulting company

PROFILE

Name: Taylor Consulting Inc.
CEO: David Taylor
Industry: Information Technology
Established: July 1987
Locations: Tokyo, New York, Beijing
After-tax savings 2007: \$88 Million
Employees: 1,675

Business Bio can promote –

- An individual
- Company/team
- Products/services
- Training programs
- Projects, etc.

Setting Up a Sustainable Business CSR Strategy

Jonathan Walsh
Director - Business Grow

FAST FEEDBACK

As a consultant from this site, I received feedback from my client that was very helpful. I was able to identify areas for improvement and make changes accordingly. The feedback was timely and constructive, and I appreciate the support provided by your team.

REPLY AND RECEIVE

As a consultant from this site, I received feedback from my client that was very helpful. I was able to identify areas for improvement and make changes accordingly. The feedback was timely and constructive, and I appreciate the support provided by your team.

Corporate Newsletters

NAVI

Bold. Impacting. Designed to impress.

Download:

- [Brochure](#)
- [Sample 1](#)
- [Sample 2](#)

Send to:

- Staff
- Customers
- Partners
- Investors
- Media

Please request a quotation.

Designed to inform, impress and sell, corporate newsletters are customizable information-packed documents that are ideally distributed to your customers and staff on a regular basis. These eye-catching documents are designed to provide key, relevant and useful information such as:

- | | |
|-------------------|-----------------|
| Latest news | New products |
| Core products | Services |
| Special offers | Sales campaigns |
| Departmental news | and more. |

Not only that, they also let you advertise and on sell at the same time.

Two types are available:

- Premium** – For regular publication. [Sample](#)
- Regular** – For 1-off or irregular news. Can easily be converted into press releases. [Sample](#)



[Download](#)



[Download](#)

Corporate Profiles

NAVI

Smart IR documents to instantly upgrade your business image

Download:

- [Sample](#)

To boost marketing efficiency, insert [Business Bios](#) and a [Business Dashboard](#) into your Corporate Profile.

Please request a quotation.

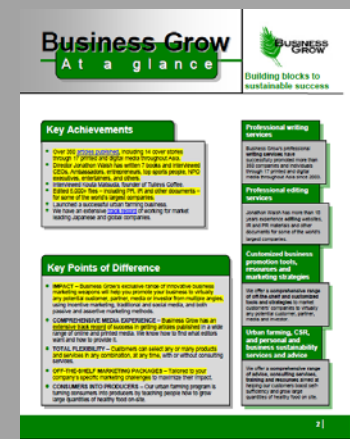
Corporate profiles present a complete picture of your business: what it does, how and why it does it, who runs it, and where it is heading.

In fact, these smart documents encapsulate everything potential customers may need to know about your business. Whether short and compact, or long and detailed, **corporate profiles instantly upgrade your business image**. Ideal for use as introductory documents and in IR/PR packs, corporate profiles can include:

- | | |
|----------------------------|-------------------------------|
| Company summary | Key achievements |
| Points of difference | Product/service data |
| Case studies | Success stories |
| Articles, staff interviews | Executive biographies |
| Company history | CSR/IR information, and more. |



[Download](#)



Industry Insight articles

NAVI

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

Download samples:

- [Sidestep Technologies](#)
- [SalesFuel](#)
- [Canada Cloud](#)
- [Business Grow](#)

Ideal for:

- CEOs
- Managers
- Recruiters
- Teachers
- Entrepreneurs

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 market 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?

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. It's capped off with convincing reasons why readers should work with – and order from – your company.

Download [brochure](#)

Industry Insight
Cutting edge insight from industry insiders

How Smartstack technology is going to shape your future

Research
SideStep solutions

Implementation

Results

FREE BUSINESS SOLUTION

Download

INDUSTRY INSIGHT
Cutting edge insight from industry insiders

Cloud computing: Why plugging in matters

10-SECOND BRIEFING

About Jackson

Business Outlook

Download

Tactical Strategies
New York

Why investing in superior talent can create superior results

Good recruiters matter

What are the latest industry trends that...

Download

INDUSTRY INSIGHT
Cutting edge insight from industry insiders

SmartComms

What makes a company's corporate communications great?

10-Second Briefing

About Taylor

Communicative Ties

Download

Executive Impact articles

NAVI

Smart IR documents to instantly upgrade your business image

Download:

- [PM-Global](#)
- [Sample](#)

Please request a quotation.

You, featured in an article

Having your own article will create instant credibility for you in meetings, sales pitches, seminars, and other marketing activities.

Put a face and a story behind your company stats to tell and sell more.

+ Make it easy for editors to publish an article about you that could create valuable media publicity.

EXECUTIVE IMPACT
Executives on the Cutting Edge of Japanese Business

MIGRATES CORPORATION

Tokyo sustainability startup creating global impact

10-SECOND BRIEFING

Business Outlook

CASE STUDY

Download

EXECUTIVE IMPACT
Executives on the Cutting Edge of Japanese Business

PM-Global

Revolutionizing Program Execution

10-SECOND BRIEFING

Business Outlook

Download

Tell Your Story articles

NAVI

Customized articles that can turn heads, attract customers, and help you SELL MORE

Download samples:

- [Sample 1](#) (Project Management)
- [Sample 2](#) (Corporate Catering)
- [Sample 3](#) (Social Impact)
- [Sample 4](#) (Urban Farming).

Get ready to inspire. Order your article today.

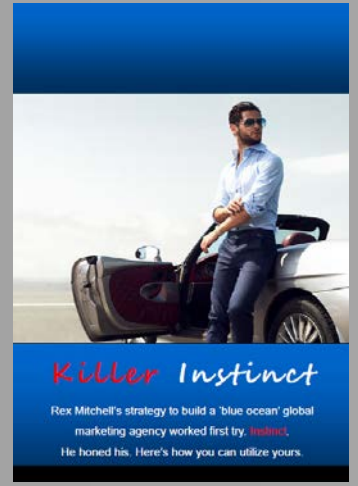
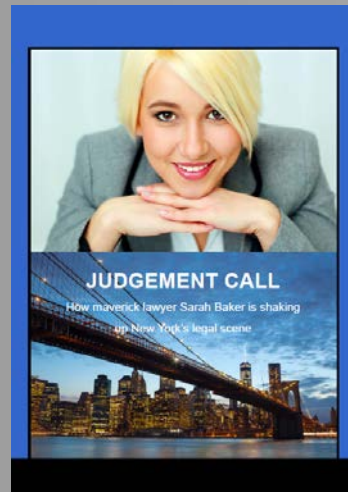
You're doing well in your field, your business is growing and you'd like to sit back, share the good word about your business, put your feet up (but not for too long) and celebrate!

Now, you can.

Why not mark your success to date with a professionally written article that showcases your achievements and outlines how you made it to this point, challenges you overcame, and lessons you learned along the way?

Enable others to discover the full story behind your success as well as key business insights, philosophies, and motivations that helped you get to where you are today.

Download [brochure](#)



Experts Profiles

NAVI

Promote your specialist expertise in a way that's guaranteed to attract attention

Download:

- [Business writing & editing](#)
- [Business sustainability](#)

Tokyo Experts Profiles (TEPs) are eye-catching promotional tools that present a compact, professionally edited, and eye-catching profile of the featured business/experts to potential customers, entice them to purchase, collaborate and/or partner, and cement the credibility and professionalism of the featured businesses/experts.



SPECIAL OFFER!

Purchase any featured product and you will be able to choose any one (1) item from nos. 7/ - 9/ in Business Grow's [Business Booster Pack](#).

For more information / To order

Jon Walsh – Business Grow
E-mail: info@businessgrow.net