

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](#)



Expert Insight
Shared Learning for Faster Business Growth

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 communication into an art form 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 philosophy for the future has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

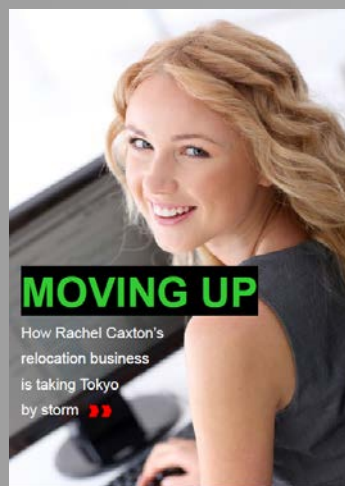
Business reporter Jonathan Walsh spoke with Steve Spivack, Vice President of Global Communications at Nissan, to discover some of the company's corporate communications secrets that, with a touch of creativity, can empower entrepreneurs to more effectively promote their business and communicate with customers.

Providing stakeholders with timely information
Nissan made timely announcements. 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 marketing turnaround from one of a spiraling black hole of debt, poor employee morale and plummeting global market share.

10-SECOND BRIEFING
LOCATION: Chiyoda, Tokyo
BUSINESS TYPE: Automotive
NET SALES: \$204.8B US \$1.3Billion
CONTACT: 800-822-2667 / 800-961-1688
EMAIL: CMO@NISSAN.COM

Download



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

10-SECOND BRIEFING
Name: Rachel Caxton
Age: 38
Gender: Female
Ethnicity: White
Marital Status: Married
Children: 2
Location: Tokyo, Japan
Business Type: Relocation Services
Net Sales: \$1.2M
Contact: Rachel Caxton
Email: Rachel@movingup.com

Download



EXECUTIVE IMPACT
Executives on the Cutting Edge of Japanese Business

Revolutionizing Program Execution

PM-Global
February 2006

10-SECOND BRIEFING
Name: Jonathan Walsh
Age: 42
Gender: Male
Ethnicity: White
Marital Status: Married
Children: 2
Location: New York, NY
Business Type: Consulting
Net Sales: \$2.5M
Contact: Jonathan Walsh
Email: jon@businessbio.com

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.

Points of difference
• Impact – Our exclusive range of innovative business 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 means.
• 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
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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 food production skills to hundreds of school children, teachers, parents, PTA members and business people
Edited 5,000+ files – including PR, IR and other documents – for some of the world's largest companies	Launched community support program	Donated fresh food
Product portfolio	Business dashboard	Corporate incentives
Business Bio	Press kit production	Writing & editing services
		Urban Farming lessons

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

How did a new company founded by a savvy British Executive in 1987 revolutionize Asia's largest I.T. consulting company with global operations in Europe, China and the U.S.? Just what is the secret formula behind the company's success that you can use to the next success of \$85 billion in 2027?

For a Consulting Inc. (CCI) CEO David Taylor.

What does your company do?
Taylor Consulting is an innovative, industry pioneer specializing in providing top quality I.T. consulting services that enable companies to plan, launch, measure and improve I.T. related marketing and branding projects.

What benefits can Taylor Consulting offer clients?

- APPLICATION DEVELOPMENT – I.T. provides end-to-end testing services to ensure that clients' projects perform to their highest specifications.
- Ability to leverage existing infrastructure and maintenance.
- MANAGED SERVICES – Taylor Consulting provides a complete I.T. solution that can be legally deployed, allowing for the inclusion of fees, insurance value and overall growth.

PROFILE

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

Contact Taylor Consulting Inc.
Tel: (212) 542-6671 Fax: (212) 542-6677
E-mail: david@taylorconsulting.com
URL: www.taylorconsulting.com

Presentation profile
Jonathan Walsh
Director – Business Grow

Setting Up a Sustainable Business CSR Strategy

FAST FEEDBACK
As a consultant from this site, I received feedback from my client that I had exceeded their expectations and that they were very satisfied with the quality of my work.

REPLY AND RECEIVE
I received 10% discount on my services.

Jonathan Walsh
On LinkedIn | On Facebook

Business Bio Business Grow

Business Bio can promote –

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

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.

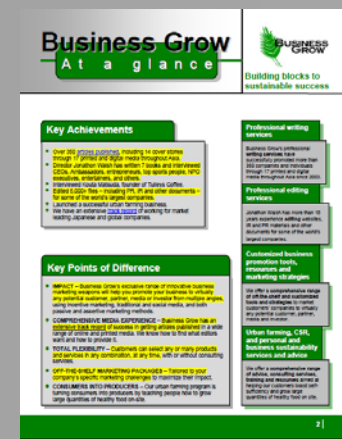
Corporate profiles present a complete picture of your business: what it does, how and why it does it, who runs it, and where it is heading.

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
Smartstack technology is being used by the retail, banking and other sectors who are looking for ways to improve their customer experience. This technology has been used in the retail sector for some time now, but it is now being used in other sectors like banking, insurance, and more. This technology is being used to improve the customer experience and to reduce the cost of doing business.

Implementation
Smartstack technology can be implemented in a number of ways. It can be used to improve the customer experience, to reduce the cost of doing business, and to improve the efficiency of operations. It can be used in a number of ways, including in the retail sector, in the banking sector, and in the insurance sector.

Results
Smartstack technology has a number of benefits. It can improve the customer experience, reduce the cost of doing business, and improve the efficiency of operations. It can be used in a number of ways, including in the retail sector, in the banking sector, and in the insurance sector.

FREE BUSINESS SOLUTION

Get a free copy of our new security system. Includes a 10% discount on your security system installation and monitoring.

Call on 03 1234 5678

[Download](#)

INDUSTRY INSIGHT
Cutting edge insight from industry insiders

Information Technology

Cloud computing: Why plugging in matters

CanadaCloud
Canada's cloud industry is undergoing a period of rapid change. Local cloud providers are competing for market share, and global providers are expanding their presence in the market.

14-SECOND BREVIF
Cloud computing is being used by a wide range of businesses, from small businesses to large enterprises. It is being used to improve the customer experience, to reduce the cost of doing business, and to improve the efficiency of operations.

About Jackson
Jackson is a leading provider of cloud computing services. It offers a range of services, including infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS).

Business Outlook
The cloud computing market is expected to continue to grow rapidly over the next few years. This is due to a number of factors, including the increasing adoption of cloud computing by businesses of all sizes, and the increasing demand for cloud-based services.

[Download](#)

Tactical Strategies
New York

Why investing in superior talent can create superior results

Good recruiters matter
Recruiting is a key function for any business. It is responsible for finding and hiring the right people for the right jobs. Good recruiters can help a business to attract and retain the best talent, which can lead to superior results.

What are the biggest challenges facing your business?
One of the biggest challenges facing businesses is finding and hiring the right talent. This is due to a number of factors, including the increasing competition for talent, and the increasing demand for high-quality talent.

What are the latest industry trends that you are most excited about?
One of the latest industry trends is the increasing use of artificial intelligence (AI) in recruitment. AI is being used to streamline the recruitment process, and to identify the best candidates for the job.

[Download](#)

INDUSTRY INSIGHT
Cutting edge insight from industry insiders

SmartComms

What makes a company's corporate communications great?

SmartComms
SmartComms is a leading provider of corporate communications services. It offers a range of services, including strategic communications, crisis communications, and public relations.

10-Second Briefing
Corporate communications is a key function for any business. It is responsible for managing the company's reputation, and for ensuring that the company's message is communicated effectively to its stakeholders.

About Taylor
Taylor is a leading provider of corporate communications services. It offers a range of services, including strategic communications, crisis communications, and public relations.

Business Outlook
The corporate communications market is expected to continue to grow over the next few years. This is due to a number of factors, including the increasing demand for corporate communications services, and the increasing competition for these services.

[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

14-SECOND BREVIF
Tokyo sustainability startup is creating global impact. The company is focused on developing sustainable products and services that can be used in a wide range of markets.

Business Outlook
The sustainable products and services market is expected to continue to grow over the next few years. This is due to a number of factors, including the increasing demand for sustainable products and services, and the increasing competition for these products and services.

[Download](#)

EXECUTIVE IMPACT
Executives on the Cutting Edge of Japanese Business

PM-Global
Revolutionizing Program Execution

10-SECOND BREVIF
PM-Global is revolutionizing program execution. The company is focused on developing innovative solutions for program execution, which can help businesses to improve their efficiency and reduce their costs.

Business Outlook
The program execution market is expected to continue to grow over the next few years. This is due to a number of factors, including the increasing demand for program execution services, and the increasing competition for these services.

[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.

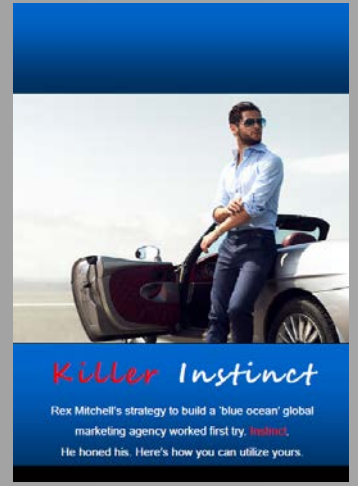
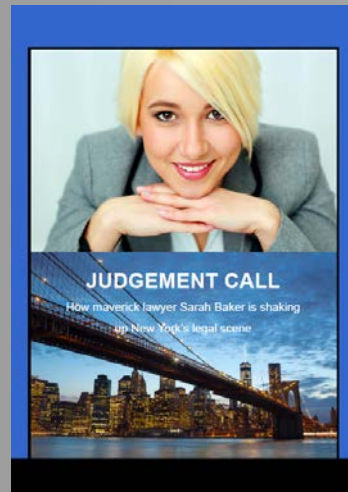
You're doing well in your field, your business is growing and you'd like to sit back, share the good word about your business, put your feet up (but not for too long) and celebrate!

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