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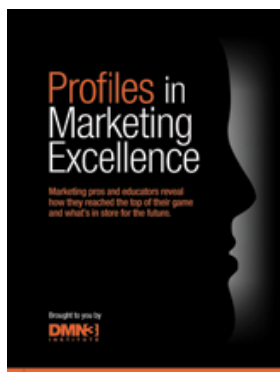
**DMN3 Institute Announces “Profiles in Marketing Excellence”
Coming Fall 2010.**

HOUSTON, TX (October 18, 2010) DMN3 Institute will release “Profiles in Marketing Excellence,” in November 2010. It is a book featuring 25 marketing leaders from around the globe with stories, ideas and insight into the marketing industry of today and tomorrow. The book is published by DMN3 Institute to provide valuable information for seasoned marketers, as well as students who are eager to learn what it takes to be a marketer of excellence.

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“It is a book of conversations with marketers,” said Pamela Lockard, founder of DMN3 Institute. “Conversations that inspire, motivate and, in many ways, lead the way to marketing success.”



DMN3 Institute, founded by Pamela Lockard, began interviewing for “Profiles in Marketing Excellence” in October of 2009. The resulting book reveals answers to key questions concerning professional success, ideas about the future of the marketing industry and insight into the challenges facing all marketers. The acclaimed professionals featured in “Profiles in Marketing Excellence” each serve in diverse roles within their respective industries. Including major players in Fortune 500 companies, founders of global products, published thought leaders and technology solution providers. To see the full list of Profiles, visit www.ProfilesinMarketingExcellence.com.

“Profiles in Marketing Excellence” will be available upon release to purchase in print and digital formats through Amazon.com and other retailers. The option to reserve a copy is currently available for readers through the website, as well as additional information on the book and its publisher, DMN3 Institute. To view the website, go to www.ProfilesinMarketingExcellence.com.

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The [DMN3 Institute](http://www.DMN3.com/Institute) is the research, education and publishing arm of DMN3, a marketing agency with offices in Houston and Dallas, Texas. It was founded to provide thought leadership, published resources and training to marketing students and professionals who are passionate about staying ahead of the marketing curve. The DMN3 Institute focuses on supporting academic and marketing organizations and business innovators by providing training programs and influential articles, whitepapers and features – online and offline. www.DMN3.com/Institute

[DMN3](http://www.DMN3.com) is a leading marketing services agency with offices in Houston and Dallas, TX. With almost 20 years of history in direct response marketing, our team is well positioned for today’s fast-paced, performance-driven world of advertising. www.DMN3.com