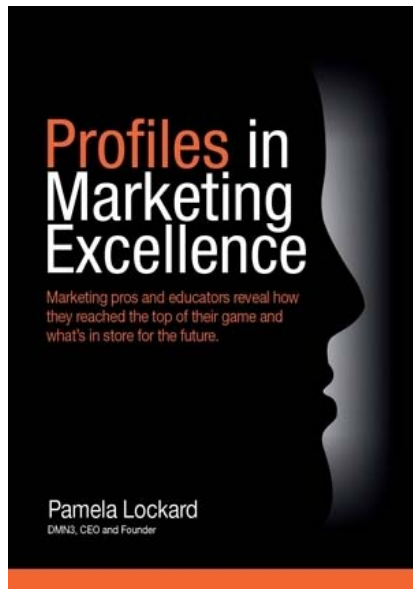


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## **WHAT MAKES A MASTER OF MARKETING?**

**The World's Top Guns Share their Insights and  
Perspectives to *Inspire* Those Already in Marketing and  
Those Who *Aspire* to Be**

The best way to learn is often at the feet of the masters. Founder and CEO of [DMN3](#) and the [DMN3 Institute](#), [Pamela Lockard](#), sought out biographies of great leaders to learn what traits they might have in common. As her own marketing business grew and thrived, she became curious about her peers. “I realized I knew little about what makes top-notch marketers tick. Those at the top of the field often stay in the background, doing their best work behind the scenes.”

This curiosity inspired [PROFILES IN MARKETING EXCELLENCE](#) (Publisher: [DMN3 Institute](#); January 2011) [www.ProfilesInMarketingExcellence.com](http://www.ProfilesInMarketingExcellence.com), a compilation of interviews with 25 marketing leaders from around the world who serve in different segments and roles within the industry – executives, educators, published experts, consultants and marketing veterans. These master marketers share their stories, ideas and insights into the marketing industry today -- and their vision of where it will go tomorrow.

The easy-to-read conversational profiles reveal what it took for these successful individuals to rise above the rest in marketing today -- their triumphs and setbacks, how they work, and who they are as people. Among them are the mega-minds, mavericks and masters who have worked with such high-profile companies as Laura Mercier, Kodak, Google, Hewlett-Packard and JCPenney.

These thoughtful interviews reveal valuable take-away lessons expounded on in the foreword by Professor Emeritus Don E. Schultz of Northwestern University, including the qualities that separate the top people from the pack: adaptability, a willingness to learn, introspection, amiability and an ability to crunch the numbers. This valuable insight will help anyone – professional or student – succeed.

###

[Pamela Lockard](#) is the founder and CEO of [DMN3](#) and the [DMN3 Institute](#). With more than 30 years of marketing leadership experience, Ms. Lockard is one of the few hundred Certified Professional Direct Marketers in the United States. She is both an educator and thought leader in the marketing industry and feels strongly about giving back to the local community. Through DMN3, she supports local charities and homeless shelters for women and children and is an active board member for [The Mission of Yahweh](#).

The DMN3 Institute ([www.DMN3.com/institute](http://www.DMN3.com/institute)) is the research, education and publishing arm of DMN3, with offices in Houston and Dallas, TX. It was founded to provide thought leadership, resources and training to marketing students and professionals who are passionate about staying ahead of the marketing curve. DMN3 ([www.DMN3.com](http://www.DMN3.com)) is a leading marketing services agency with almost 20 years of history in creating lead generation and customer retention programs, with particular expertise in the health care, energy and financial services sector.

## **PROFILES IN MARKETING EXCELLENCE**

By Pamela Lockard

DMN3 Institute

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