

Copywriting Samples

Selected Catalog Copy for Kaplan Publishing

Synchronize or Sink: How Dell, UPS, & Wal-Mart are Taking Over the World One Customer at a Time **Robert Malone**

The rise of Wal-Mart, Dell, and UPS has changed the way consumers and businesses function in America. *Synchronize or Sink* takes a look at the successes of these companies and shows how these very different businesses have all come to the same basic plan, leading them to dominate their industries.

In *Synchronize or Sink*, Robert Malone argues that success in business is based purely upon supply chain. He contends that the most effective business logistics today allow a business to manufacture, distribute, and sell on demand, and he shows in detail how these three superpowers have mastered the strategy. This is a change from the historical “push” strategy – manufacturing and marketing as many products as possible and pushing them to the wholesaler, retailer and consumer. This demand-driven and synchronized supply chain is custom made for the new and aggressive business philosophy of the future.

Features:

- Analyzes the market leaders in three key industries in business today – manufacturing, commerce, and retailing – and the required logistics associated with reaching this level of success
- How Dell manages its relationships with 20,000 different suppliers, Wal-Mart maintains relationships with over 61,000 suppliers, and UPS delivers 10 million online tracking requests per day
- Attributes success to the breadth of supply chain
- Analyzes how these companies have become innovators in technology that supports their initiative
- The core principles of demand management, process optimization, and innovation management and how they apply to manufacturing, commerce, and retailing
- Encourages logistics and supply chain managers to take the next step toward synchronizing the demands and execution of logistics and supply chain management

Robert Malone is the logistics editor for Forbes.com and has written columns for *Inbound Logistics* and an online column for *Managing Automation* for around ten years. He founded the Variflex Corporation, where he created “a variable speed goods and people mover,” designed the movement of people and baggage for six airports, performed studies on the interaction of people and traffic at business activity centers, did a study for the US Postal Service that pre-dated electronic tracking and package modularization, and designed ATMs and bank branches for Citibank.

Riding the Wave of the Internet to Amass Your Real Estate Fortune **Todd Little (Covington, KY)**

For investors looking to build wealth via real estate investing, there is a plethora of information available online that gives busy people the resources to handle all aspects of buying and selling property from the comfort of their home.

Riding the Wave of the Internet to Amass Your Real Estate Fortune teaches both buyers and sellers wanting to complete the entire transaction online how to:

- Search for properties
- Find the right lender and prepare the loan application
- Locate an appraiser and check their credentials
- Complete contracts to ensure accuracy and legality
- List properties and determine the listing price
- Market the property to a national audience
- Bring as many potential buyers as possible to the property

For the 224 million people currently using the internet in North America, this book arms them with new and competitive strategies to achieve success as an online real estate investor, as well as the tools to create seamless transactions, while utilizing the internet as their silent partner.

In addition to being a real estate investor himself, Todd Little is CEO and President of REIA Toolbox, the exclusive online resource for the National Real Estate Investors Association. Little organized the REIA Toolbox in 2005 as a national venue for communication between real estate investors. He started in the mortgage industry as a loan officer, serving in the industry for over nine years, and became the Branch Compliance Officer for Premier Mortgage in 2004.

Wearing the White Hat : Leadership Tools & Techniques for Law Enforcement Professionals
Mike Winn (Pittsfield, MA)

Since the disaster at Waco, Texas, leadership training has come to the forefront as a necessity for our nation's over 1.2 million law enforcement professionals and corrections officers. As these programs increase in number, the need for an industry specific leadership guide has grown. *Wearing the White Hat* provides the only real-life leadership advice available specifically for these fields, where making a snap decision can result in life or death.

Professionals want information that will help them in real-life scenarios, and former DEA agent and Pittsfield, Massachusetts Police Chief Mike Winn provides it, using real stories of leadership and courage from police departments and investigative agencies. As the only book of its kind, this book will prepare effective leaders, from local police officers to federal agents, and provide a starting point in the journey for thousands of men and women in law enforcement to effective leadership.

Chief of the Pittsfield, Massachusetts Police Department, Mike Winn is a former Leadership Fellow at the Drug Enforcement Agency who now teaches leadership at Roger Williams University and Babson College. He hosts seminars on law enforcement leadership at colleges, universities, and law enforcement agencies throughout North America.

Get Inspired to Retire: Over 150 Ideas to Help Find Your Retirement
David Saylor & Greg Heffington (Chicago, IL)

The 78 million baby boomers who changed the world with hula-hoops and Harley-Davidsons are about to start another revolution – retirement. They are not content to fade quietly into the sunset and have adopted the attitude of retiring to something, rather than from something, and need a big book of ideas and adventures for their golden years.

Newly updated and revised, *Get Inspired to Retire* is part travel guide, part self-help and part how-to book. Introducing the “Age of Choice,” a new freedom for Boomers approaching retirement with hesitation, this book presents a wide array of opportunities and choices, as well as new and innovative planning tools like “Chart it, plan it, do it” to help get them focused on the big retirement picture. Through six key topics, readers will discover a wealth of innovative suggestions they might not have considered – teaching, learning to cook, joining the Peace Corps, writing a memoir, or even rafting down the Mississippi.

David Saylor is a vice president for Van Kampen Investments who has worked in retail investment sales and investment marketing in Boston, Chicago, and on Wall Street. Also a vice president for Van Kampen Investments, Greg Heffington, has been working in the financial services industry for over 20 years. He is also a well-respected speaker on a various topics relevant to the industry.

Sell Your Specialty Food!: How to Market, Distribute, and Profit from Your Kitchen Creation
Stephen Hall (Scottsdale, AZ)

“A thorough guide to food marketing that is sure to help food entrepreneurs at all levels.” – *Library Journal*

Artisanal. Organic. Fair Trade, Natural. Handmade. Consumers are clamoring for quality and taste, as well as organic and international food. This has created an annual growth rate of 11 percent in the specialty food market, with more entrepreneurs than ever looking to get a piece of the food pie.

Fully updated and revised, *Sell Your Specialty Food* first outlines food-marketing opportunities and then gives detailed guidance on entrepreneurial action, showing entrepreneurs how to identify a winning product and its markets, get a product ready to market, advertise and promote products, and create a niche. It also provides entrepreneurs with information on the latest trends in the field, updated information about the role of the Internet, the latest government regulations and technological advances, and contact information for dozens of valuable resources, making this the complete resource for gourmet food entrepreneurs.

Stephen F. Hall is president of Food Marketing International, where he coaches new specialty food firms on how to grow their business. He is also the managing editor of the quarterly Food Entrepreneur newsletter and e-zine, writes industry research reports, conducts specialty food marketing workshops, and is a promoter of the National Association for the Specialty Food Trade.

All About Mortgages: 4th Edition **Julie Garton-Good (Port Saint Lucie, FL)**

Due to new hybrid loans abounding and interest rates increasing from bargain basement levels, millions of consumers who are either seeking a new mortgage or are interested in refinancing their existing mortgages are clamoring for an updated easy-to-follow guide to take them through the complex world of mortgages.

In *All About Mortgages, 4th Edition*, author Julie Garton-Good, the sole three-time recipient of the prestigious international “Real Estate Educator of the Year” award from the Real Estate Educators’ Association, provides a road map for consumers through the harrowing twists and turns of obtaining a home mortgage. Garton-Good will help consumers select the right mortgage for their needs, giving them the keys to save thousands of dollars. Approximately 25% of this new edition is updated, including new information on hybrid loans, foreclosure alternatives, and more. Now more than ever, it’s essential for consumers to be well informed about their mortgage options.

Features:

- A new chapter on adjustable rate mortgages (ARMS) featuring new information on hybrid loans, including the interest-only and negative amortization aspects
- Refinancing information, newly updated
- Pre-foreclosure alternatives and foreclosure cautions
- Information on credit scoring

Julie Garton-Good is the author of six real estate books and has penned a syndicated newspaper column weekly for nearly two decades. She is the only woman listed twice on the National Association of Realtors’ “Twenty-five Most Influential People” list and has made appearances on CNBC, Lifetime Network, and numerous other public television and radio shows.

Important Facts

- The second and third editions of *All About Mortgages* have sold a combined 43,000 copies.
- Julie Garton-Good is known as “America’s Home Affordability Expert” and speaks to more than 25,000 people annually on real estate finance and home affordability trends.
- Homeowners with ARMS of 5% or lower are now refinancing at rates of 6%, which may be as high as 7% by the end of 2006; this translates to thousands of dollars a year for homeowners.

The Good, the Bad, and the Ugly **Lou Capozzi & Elizabeth Krupnick (New York, NY)**

From the firings of CEOs at Merrill Lynch and Citigroup to the first-time placement of a scientist in Eli Lilly’s corner office, exits and entries through the hallowed halls of corporations entertain the masses throughout the year. This fascinating kiss-and-tell book reveals the darker side of corporate America while entertaining and educating us as well.

In *The Good, the Bad, and the Ugly*, PR power brokers Lou Capozzi and Elizabeth Krupnick, using the platform of the first year in a CEO’s tenure, chronicle the benchmarks in a CEO’s life through real events. Like *The National Enquirer* or *People*, but devoted to CEOs, stories include what it’s like for CEOs facing their first board meeting (did you hear the one about the CEO who introduced his wife and mistress to one another in his opening remarks?), their first press conference, their first public embarrassment, and more.

Lou Capozzi is the Chairman Emeritus of the world’s largest PR firm, Publicis Group Public Relations & Corporate Communications, which handles PR for many top companies, including New York Life, Morgan Stanley, GE, Disney, and Time Warner.

As Senior Vice President and Chief Marketing Officer of Heidrich & Struggles, the world’s premiere executive search and leadership consulting firm, Elizabeth Krupnick has helped place dozens of CEOs and other top executives.