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BUSINESS



The Money Answers Show
Monday at 12 Noon Pacific
November 19th 2007: Making Word of Mouth
Marketing Work for You

Major marketers are spending more and more of their marketing dollars to promote positive word-of-mouth discussion of their companies, and you should do the same. Sandra Sellani, author of the new book *What's Your BQ? Learn How 35 Companies Add Customers, Subtract Competitors and Multiply Profits with Brand Quotient*, explains the best way to harness positive word of mouth marketing to make your business prosper. Consumers are relying more on what their friends and peers are telling them about products and services in online social networking forums instead of trusting traditional advertising.

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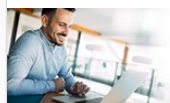
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