



move ahead **1**

presents

Selling The Invisible Harry Beckwith

World-renowned speaker & author of the *New York Times* and *Business Week* best-seller “Selling The Invisible, A Field Guide to Modern Marketing”

- Named one of the top ten business books of all time
- Required in more than 200 business schools worldwide
- *Business Week* best-seller for 156 weeks
- More than 675,000 copies sold in 22 translations

This Move Ahead 1
Success Seminar
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Register now for the privilege to learn from Beckwith's rare and exceptional perspective, including:

- Why sometimes the “Stupidest Idea” is the one that is best
- The one thing most experts don't know
- Why today's good idea will almost always beat tomorrow's better one
- And dozens more of proven yet consistently overlooked ideas for research, presentations, publicity, advertising, and client retention

date: September 14, 2006
time: 8am to 12pm
place: Holiday Inn
3050 Woodbridge Ave.
Edison, NJ 08837

Attend this seminar to learn:

- What are the four keys to marketing in today's economy?
- Where should companies and individuals focus their time and money to make the greatest impact?
- How do you create passionate clients?
- These are the questions Beckwith brilliantly answers, with vivid and original examples that inspire people to say, “**Let's go back to the office and get started, this is great!**”

Tickets are just \$99 per person.

Ask about group discounts for 5 or more!

Register at MoveAhead1.com or 732.202.3599
Sponsorships available, call and ask for Dee Schneider.

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“Harry Beckwith's advice contains the answers to attracting and delighting clients. If businesses adopt just 20% of what he recommends, they will totally transform their companies.”

—Dr. Dawn Fotopolous, Professor of Marketing, NYU Stern Graduate School of Business