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FOR IMMEDIATE RELEASE:

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Fort Wayne, Indiana Author Publishes New Book

Five Strategies Entrepreneurs and Business Owners Should Know to Build Their Business without Breaking Their Budget

Fort Wayne, IN. – Andy Fracica, President of Fracica Enterprises, Inc. a marketing consulting firm based here, has announced the publication of his first book *Navigating the Marketing Maze: Secrets to Building Your Business without Breaking Your Budget* (Hardcover, 6" X 9," 352 pages) published by Aviva Publishing, New York. This dynamic new book teaches entrepreneurs and small business owners how to market their businesses more effectively. Drawing on over thirty years of experience in sales and marketing and written in Fracica's own personal style, this book reveals to business owners an array of marketing secrets and strategies to maximize return on investment and to help owners punch through the clutter and attract customers to their businesses. The book is available through bookstores, barnesandnoble.com, or amazon.com. Personalized autographed copies are available directly from the author's website: www.NavigatingTheMarketingMaze.com.

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The book has already received high praise from business owners, authors, and politicians alike. Business owner Mike Kaufman, of Kaufman Well Drilling, Waterloo, IN states: “Andy’s ideas are easy to understand and implement. They are economical for businesses on a limited budget and they are effective. I have been working with him to market my businesses over the last year; his strategies work.”

“*Navigating the Marketing Maze* is the perfect tool for those of us in small business. Andy’s insight and straightforward approach to his book makes it easy to follow and implement. Read it and take your business to the next level!” comments Tom Jackson, Chief Executive Officer, Jackson Systems, LLC, Indianapolis, IN

International Best-Selling Author of *Creating Your Own Destiny*, Patrick Snow writes, “A must read if you are operating on a limited budget, and are serious about building your business!”

Susan Friedmann, CSP, Best-Selling Author of *Riches in Niches: How to Make It Big in a Small Market* declares, “It’s loaded with practical and easy-to-use information, *Navigating the Marketing Maze* gives you a compass pointing you in the right direction to profitable business.”

Retired Indiana Congressman Mark Souder states, “Politicians and business owners need marketing if they want to win, but few have a unique idea that separates them from the rest, or they may have a potentially winning angle but no plan of how to get there. *Navigating the Marketing Maze* provides the marketing strategies to help you reach your goal. Arm yourself and read Andy Fracica’s new book.”

“Too many great ideas fail to start or fail to thrive because the terrain ahead looks too rough. Andy has expertly broken the journey into its individual steps, making the

climb seem not nearly as steep,” comments John McGauley, Recorder of Deeds, Allen County, IN. More comments are available on www.NavigatingTheMarketingMaze.com.

Fracica holds a Bachelor of Science in Business Management and a Master’s of Business Administration, both from the University of Phoenix. He has helped companies across the country increase sales and profitability by helping them develop strategic marketing, advertising, PR, web, and social media programs. Fracica recently commented, “I am excited and ecstatic to have completed my book. Aviva Publishing has been great to work with and now I look forward to a book release party in Fort Wayne in December and promoting my book for the long-term. I am determined to make this book a bestseller.”

Fracica Enterprises, Inc.

Fracica Enterprises, Inc. is a consulting firm specializing in marketing strategies including, PR, promotion, and social media. Its founder, Andy Fracica, has over thirty years of sales, marketing and training experience in distribution and manufacturing. He has helped companies across the country increase sales and profitability through strategically designed marketing, advertising, PR, and social media programs. Founded in 2010, the company is headquartered in Fort Wayne, IN. For additional information, please visit www.fracicaenterprises.com.

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