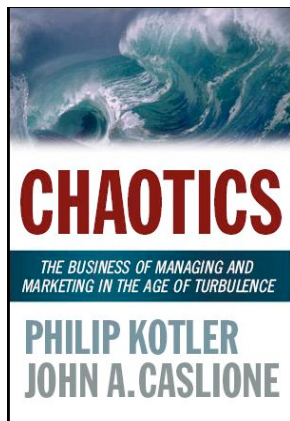


NEWS

FOR IMMEDIATE RELEASE



Chaotics™:

The Business of Managing and Marketing in The Age of Turbulence

Chicago, IL (USA) — January 13, 2009 — A new way of doing business for increasingly turbulent times, ***Chaotics: The Business of Managing and Marketing in the Age of Turbulence*** (AMACOM Publishing; Publish date: May 2009).

World-renowned marketing guru and thought leader, **Philip Kotler** and leading global business expert, **John A. Caslione**, have teamed up to co-author an exciting new book that defines the new era in which the world has now entered—***The Age of Turbulence***—an age of increasingly frequent, intermittent and intense periods of turbulence resulting in high levels of chaos and uncertainty in the global economy.

The authors state, "Unlike past recessions, today's crises have precipitated a need for businesses to develop a new mindset to remain successful that takes into account intermittent and unpredictable periods of turbulence and chaos," in what Kotler and Caslione now call, ***"the new normality-one that is punctuated by spurts of prosperity and downturn."***

Kotler's and Caslione's ***Chaotics*** presents a new set of strategic behaviors and guidelines designed to help business leaders and their companies navigate the turbulence to ensure their companies' survival and their ability to thrive in ***The Age of Turbulence***.

AMACOM Publishing (New York, NY, USA) will release ***Chaotics*** in May 2009 worldwide, including in the USA, and North America, as well as scheduling the release of ***Chaotics*** in multiple languages for distribution throughout Europe, Asia, the Middle East, South America, Australia and Africa in 2009.

Philip Kotler (Evanston, IL, USA) is one of the world's foremost experts on the strategic practice of marketing, voted the first Leader in Marketing Thought by the American Marketing Association. He is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management of Northwestern University, and the author of many influential books, including the 13th edition of ***Marketing Management***.

John Caslione (Lake Forest, IL, USA; Frankfurt, Germany) is a highly sought-after expert on the new global economy who has developed and executed global business development strategies in 88 countries on six continents. He serves as special advisor to globalizing companies from the U.S. and Canada, Europe, Australia, the Middle East, China, India and other Asian markets. He is the Founder, President, and CEO of global mergers and acquisitions advisor GCS Business Capital LLC.

GCS Business Capital LLC advises middle-market US, European, Chinese, and other Asian, companies on expanding their businesses globally through mergers, acquisitions, strategic joint ventures and partnerships. The company has offices in Chicago, Frankfurt, Milan, Shanghai and Hong Kong (www.gcsbusinesscapital.com).

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