

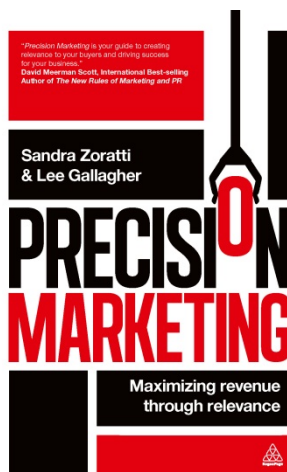


For Immediate Release

**GET YOUR COPY OF *Precision Marketing: Maximizing Revenue Through Relevance*
co-authored by Sandra Zoratti and Lee Gallagher**

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-- New book focuses on six-step process for using data to drive revenue and customer loyalty--



HURST, Texas U.S.A (June 26, 2012) --The Electronic Document Scholarship Foundation (EDSF) is pleased to announce that a new book titled, [*Precision Marketing: Maximizing Revenue Through Relevance*](#) written by [Sandra Zoratti](#) and Lee Gallaher, is now available at Amazon.com. In the book, the authors provide a pragmatic and actionable “how-to” framework for implementing precision marketing techniques aimed at addressing today’s consumer environment. The six-step process shows marketers how to begin using data and takes them all the way through to leveraging the data to drive revenue, customer engagement and loyalty. Case

studies from companies such as Fiat, Amazon, Tesco, ING and others show how today’s leading performers are capitalizing on many of the concepts of precision marketing to reach a whole new level of growth.

Co-author, Sandra Zoratti is Vice President, Marketing, Executive Briefings and Education at Ricoh in Boulder, Colorado. Sandra built and launched the Precision Marketing practice at Ricoh from the ground up and is recognized as an [award-winning](#) thought leader in the area of Precision Marketing. She also serves on the Board of Directors for EDSF and is donating all author proceeds from this book to Room to Read www.roomtoread.org .

To learn more about EDSF or to enquire about the scholarship program, visit www.edsf.org or contact Brenda Kai, EDSF executive director, at 817-849-1145 or via e-mail at brenda.kai@edsf.org.

About Sandra Zoratti

Sandra Zoratti is Vice President, Marketing, Executive Briefings and Education at Ricoh and manages a business created from former IBM and Ricoh companies located in Boulder, Colorado. Sandra built and launched the Precision Marketing practice from the ground up and is recognized as a thought leader in the area of Precision Marketing.



Currently, Sandra is driving Ricoh's co-branded initiatives with the Chief Marketing Officer Council to help senior marketers around the world optimize customer engagement through the adoption of precision marketing practices. Sandra continues to lead the generation of in-market proof points to validate Precision Marketing practices with several companies which, as a result, produced double digit revenue increases and significant upticks in ROI.

Sandra gained global marketing experience at IBM in the highly successful design and launch of the "Express" portfolio of offerings developed specifically for small and medium businesses (SMB). In this position, Sandra worked across all IBM brands and businesses charting IBM's formal entry into SMB markets. Her best practices approach has been adopted by several large corporations.

Prior to IBM, Sandra spent 15 years creating and executing marketing and business development initiatives worldwide for blue chip corporations including Avery Dennison and Westinghouse, as well as setting up her own private marketing practice. Sandra serves on several national and international boards and is a published author and frequent speaker.

About EDSF

The Electronic Document Scholarship Foundation (EDSF) is a charitable foundation that engages in programs designed to attract the best and brightest to the industry. By granting scholarships, fostering education, promoting research, recognizing leaders, encouraging innovation, and garnering and disseminating knowledge, we are helping build the next generation of digital content and delivery professionals. For more information, visit

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