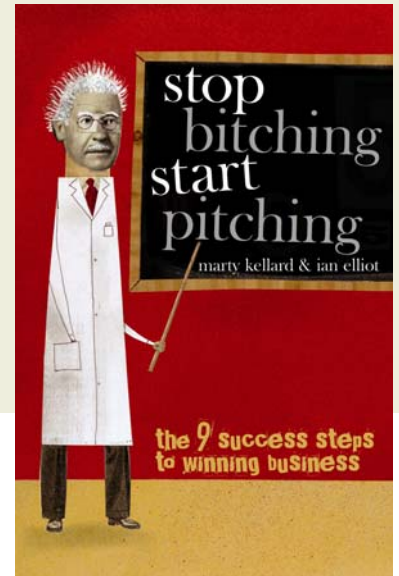


Title	Stop Bitching Start Pitching
Author	Marty Kellard & Ian Elliot
ISBN	9781921208881
Imprint	Pier 9
Binding	Paperback with flaps
Extent	224 pages
Dimensions	234 x 153mm
RRP	\$29.95
Release Date	February 2007



Description

"It's an old truth that everyone remembers the winner and no one remembers the poor guy who came second. It's an old truth but it's not totally true. Because the guy who came second sure remembers it ..."

So claim self-styled advertising gurus Marty Kellard and Ian Elliot in their book on how to give yourself the best shot at securing that lucrative contract.

Frank, revealing, motivating and humorous, *Stop Bitching Start Pitching* outlines their 9 step program to success and is an essential guide for anyone who wants to get ahead in the business world.

Sales Points

- An engaging, informative step by step guide to business success
- Written by two highly successful advertising executives with impeccable credentials
- Accessible design that keeps the reader involved at each level of content

Author Profile

Ian Elliot spent thirty years in the highly competitive advertising industry, rising from mail boy to CEO and Chairman of Australia's largest agency, George Patterson Advertising. He consults to companies on strategy and competitive advantage.

Marty Kellard was the Executive Creative Director at George Patterson's for twenty years. He's spoken at marketing and business seminars all around the world. Marty and Ian are the directors of Elliot + Kellard P/L which provides training programs to help corporations develop attitudes, processes and bespoke programs to win major tenders.