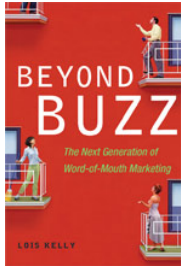


Lois Kelly writes, consults and speaks about how to using conversational marketing to connect with customers, employees and marketplace influencers.

Beyond Buzz: The Next Generation of Word-of-Mouth Marketing

"A "must read" for anyone striving to build a customer-driven marketing organization."
- Mike Janover, VP-Marketing, CNET



In her book, **BEYOND BUZZ: The Next Generation of Word of Mouth Marketing**, Lois Kelly provides an actionable and engaging guide for how to transform traditional marketing and communication practices into two-way conversations.

A seasoned communications expert, Kelly is the co-founder of Foghound, a strategic communications consulting firm focused on helping companies talk about their brands in ways that get people to listen and understand – in good times and bad. Clients have included SAP, Sun Microsystems, Sapient, FedEx, Hyperion, eRoom, Copernicus, Orange and SAS Institute.

Best-selling author, **Dr. Kevin Clancy**, said of Kelly's book, "Stimulating, informative, lively, beautifully written, it's loaded with more insights per page than any marketing book I've read. I love it."

The first book to focus on the message – not just the mechanics – of conversational marketing, **Beyond Buzz**, provides practical advice, tools, and techniques for listening in new ways, creating fresh ideas to talk about and re-designing marketing roles and functions.

Kelly's take on marketing has appeared in such prestigious publications including *The Wall Street Journal*, *Brandweek*, *Advertising Age* and *USA Today*.

Kelly is a much in demand speaker and has appeared at leading conferences including Red Herring's CMO Summit, Community 2.0, Business Expo 2007, IABC, and American Marketing Association.

Web site: www.foghound.com/beyondbuzz

Blog – <http://blog.foghound.com/>

Story & Speaking Ideas

Enough with the telling and selling: how to put conversational marketing to work for sales, marketing and public relations

Can we talk? Straight talk advice on how to attract, engage and connect with customers to build trust and lasting relationships

5 and 10 marketing: overcoming the top 5 obstacles to Web 2.0 marketing and 10 ways to get started

The missing ingredient in word of mouth marketing: And six ways to get it

Mind the gap: how to turn one-way communications into Web 2.0 conversational marketing conversational

The new marketing organization: Eight essential functions for succeeding in a consumer-in-control world

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