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**FOR IMMEDIATE RELEASE**

**Marketing Consultant Jennifer Beever Writes Book Chapter on Marketing**

Woodland Hills, California — August 11, 2011— Marketing consultant Jennifer Beever CMC® IMCP (New Incite, [www.newincite.com](http://www.newincite.com)) is a contributing author for the book, [The Book on Business from A to Z](#), compiled and edited by Daniel Feiman CMC, a Finance and Strategy Consultant. The book is the second in the Build It Backwards Series of business books.

“We’re thrilled to have Jennifer write the chapter that answers business owners’ top ten questions about Marketing,” said Daniel Feiman. “By combining over 20 experts in specialty areas of business such as innovation, quality, finance and generational issues, we’ve created a book that is a fast read with direct answers to specific and common business questions. Great marketing is essential to growing a business today so Jennifer’s chapter on marketing is key.”

[New Incite](#) is a marketing consultancy that drives B2B marketing results through research, analysis, marketing planning, implementation, and marketing department development to grow revenue for business. It was founded by Jennifer Beever in 1997 in Woodland Hills, California. New Incite works cross industry, with a particular focus on technology, manufacturing and green companies. Jennifer Beever is an Inbound Marketing Certified Professional and a Certified Management Consultant (CMC) with the Institute of Management Consultants USA (IMC USA). She currently serves on the national board of the Association for Strategic Planning (ASP). For more information about Jennifer Beever, New Incite or its outsource CMO for Hire services, visit [www.newincite.com](http://www.newincite.com) or contact Jennifer Beever by [email](#) or by calling 818-347-4248.

[Build It Backwards](#)<sup>(SM)</sup> is a global management consulting and training services firm with broad expertise in strategic planning, financial modeling, and process improvement. Build It Backwards has worked with companies of all sizes in a wide spectrum of industries fulfill their potential in these areas. Build It Backwards provides its training for top-tier financial institutions to multinational manufacturing companies around the world for three decades. Daniel Feiman also teaches advanced business courses at UCLA Extension.

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