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**“The Truths, Myths & Secrets of Marketing Products in the Lawn & Garden Industry” Book Signing Event at the National Hardware Show, May 6-8**

Gilbert, AZ –

Rick Pontz, consultant, speaker and author will be signing copies of his just published book, “The Truths, Myths & Secrets of Marketing Products in the Lawn & Garden Industry” at the 2008 National Hardware Show in Las Vegas on May 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup>. The book signing will be located in the main lobby of the Las Vegas Convention Center by the front entrance on Level 2.

The book was written for successful marketers of lawn & garden products (and those who want to be!) who are ready to move up a notch. “The Truths, Myths & Secrets of Marketing Products in the Lawn & Garden Industry” goes well beyond commonplace advice about how to get started in the lawn & garden industry or how to get to the next level. It acts as a practical day-to-day guide for marketers of lawn & garden products who already have a thriving business. The book is filled with down-to-earth advice and examples that highlight the truths and secrets of the lawn & garden industry while dispelling the industry myths. This book also shows you:

- How to sell to The Home Depot
- The Rules of Marketing Green
- How to Change your Prices Without Losing Customers
- What Wal\*Mart Wants
- Are Patents Cost Effective? And How to Protect Them.
- How to Discontinue Products the Right Way
- Do You Suffer from “Trade Show Deficit Disorder?”

Pontz is a consultant, speaker, author, and the founder and President of The Lawn and Garden Performance Group, LLC. He is a 26 year veteran of sales and marketing of Lawn & Garden products to retailers in the United States, Canada and abroad. Pontz has managed large and small lawn and garden product companies as President, Executive Vice President, Vice President of Sales and Marketing and International Sales Manager.

“The Truths, Myths & Secrets of Marketing Products in the Lawn & Garden Industry” by Rick Pontz can be purchased for \$39.95 at [www.lgpg.com](http://www.lgpg.com).

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