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## Press Release

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Internet Marketing & Management Group (IMMG) Assists in Publishing *Building Champions: A Coaches Guide to Creating Competitors and Finding Happiness* by Richard Mendelson.

With the encouragement of **Internet Marketing & Management Group (IMMG)**, client Richard Mendelson published his first book, *Building Champions: A Coaches Guide to Creating Competitors and Finding Happiness*. Mr. Mendelson is the founder and owner of **Competitive Mindset Enhancement (CME)**, a motivational consultant firm in Coral Springs, Florida.

When Richard Mendelson had an idea for a business, he sought the help of Wayne Marnell of **Internet Marketing & Management Group, LLC (IMMG)** in Coral Springs, Florida. Little did he expect to author and publish a book that could become the secret weapon of champions in the competitive world of sports, business, and everyday life. Mr. Mendelson, utilizing **IMMG's** Web 2.0 marketing modules, took the first steps towards writing the book *Building Champions: A Coaches Guide to Creating Competitors and Finding Happiness*. Mr. Marnell explains, "Writing a book can be a very valuable tool for a business such as **CME** because people can see how meaningful his ideas are and how bright and articulate he is."

"I need to give a heartfelt thank you to Wayne Marnell of **Internet Marketing & Management Group (IMMG)**, for his help throughout my journey and encouragement to put my ideas into print" says Mr. Mendelson. Mr. Marnell responds, "In addition to Rich being a great coach, his new book will enable people to benefit from his coaching philosophy effectively so it can benefit all aspects of their lives." He adds, "Having Rich Mendelson's coaching philosophy and concepts compiled into print is a great complement to his consultant business."

**Internet Marketing and Management Group (IMMG)** builds more than websites, they build business. **IMMG** is a web-centered, integrated marketing and management solution providing lasting impressions that are captivating, inspiring, and emotionally powerful. **Internet Marketing and Management Group** empowers companies with technology, design, ideas, professional marketing and management all designed to dominate the competition. Websites,

SEO, organic search, PPC, marketing campaigns, public relations, managed ROI, web based and traditional media, are some of what **IMMG** offers.

**IMMG** serves clients across the USA, specifically in the Broward County cities of Coral Springs, Fort Lauderdale, and Parkland, Florida. **IMMG** also serves the Palm Beach County cities of Boca Raton, Boynton Beach and Wellington, Florida. Freehold and Monmouth County, NJ. Manhattan and Nassau County NY. Boston MA, Stamford and Bridgeport CT, St. Louis, MO, South Carolina, North Carolina and Los Angeles California. **IMMG** maintains Team Members throughout the USA to ensure client satisfaction in marketing campaigns, managed ROI, websites, SEO, PPC, organic search, web-based and traditional media. The Team Members are located in Washington, Oregon, Texas, New Mexico, Coral Springs and Parkland, Florida, Monmouth County New Jersey, Boston MA, South Carolina, North Carolina and Los Angeles, California. **IMMG** is one of the most complete integrated marketing and management providers for websites, SEO, organic search, PPC, marketing campaigns, public relations, managed ROI, web-based and traditional media.

Call **IMMG** at 1-888-Web**IMMG** (932-4664) for more information about their services and to learn how Internet Marketing and Management Group ([www.WebIMMG.com](http://www.WebIMMG.com)) can create a program tailored for your company or organization.

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