

PRESS RELEASE

SAFTLAS HELPS BUSINESSES GROW THEIR BOTTOM LINE

NEW YORK—December 1, 2015

Morgan James's new release, *So What's The Bottom Line? 76 Proven Marketing Tips & Techniques for Building Your Business and Personal Brand* by Yitzchok Saftlas, offers key business fundamentals and proven experience-based tactics for the success-driven individual.

So, What's the Bottom Line? covers a wide array of topics relating to the business world, from marketing initiatives to communication, customer retention to strategic planning, and everything in between. With short motivational chapters and clear and concise action plans relating to each topic, business professionals will find this new book to be easy to implement and a guarantee for success.

With over 25 years of experience in the corporate world, Yitzchok Saftlas is a marketing expert that has worked with all types of people, events, and organizations. His insights and advice compounded with his down-to-earth writing tone and personal anecdotes make for an enjoyable instructional read for the fast-paced, career-oriented individuals of today.

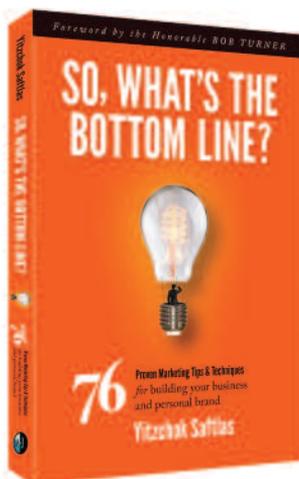
Perfect for salespeople, marketers, seasoned executives, or entrepreneurs just starting out, *So, What's the Bottom Line?* offers clear direction

the Bottom Line? is a business library essential.

If you would like more information about this topic, or to schedule an interview with Yitzchok Saftlas, please call Pesach Tropper, at 718-412-3540.

About the Author:

Yitzchok Saftlas, founder and president of Bottom Line Marketing Group has been helping hundreds of corporate, political and non-profit clients build their brands since 1989. His education at Fashion Institute of Technology in New York City combined with years of experience in marketing and advertising has served as a springboard for his weekly business radio show, "Mind Your Business" on 77WABC in the New York / New Jersey metro area, and his weekly marketing column in a national newspaper. Yitzchok currently lives in Brooklyn, NY.



More About This Title:
So What's The Bottom Line? 76 Proven Marketing Tips & Techniques for Building Your Business and Personal Brand by

Yitzchok Saftlas will be released by Morgan James Publishing on December 10, 2015. *So, What's the Bottom Line?*—ISBN 978-1630475246—has 266 pages and is being sold as a trade paperback for

What's the Bottom Line? offers clear direction guaranteed to garner results and lead to success in the field.

guaranteed to garner results and lead to success in the field. Experience-based tactics and common-sense ideas point out the obvious yet often overlooked human aspect of business and marketing, and demonstrate how to use human relations to further your business goals.

The insights contained in these 76 short chapters are invaluable and highly motivating. For any businessperson looking to grow their bottom line and develop an informed, proven, successful approach, Yitzchok Saftlas' new release, *So, What's*

\$19.95.

About Morgan James Publishing:
 Morgan James Publishing (www.MorganJamesPublishing.com) provides entrepreneurs with the vital information, inspiration, and guidance they need to be successful. Morgan James Publishing, The Entrepreneurial Publisher™, has been recognized by Publisher's Weekly for three years on their fast growing press list and is reported as being the future of publishing.