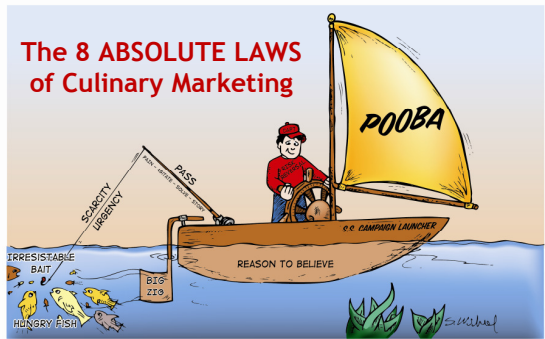


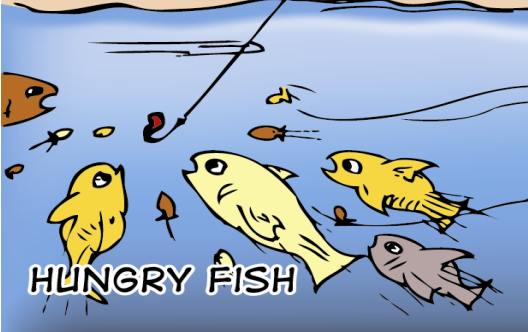
NACE

**Market or Die:
Five Culinary Marketing Moves
To Make NOW!**

Jon Goldman
President, Brand Launcher

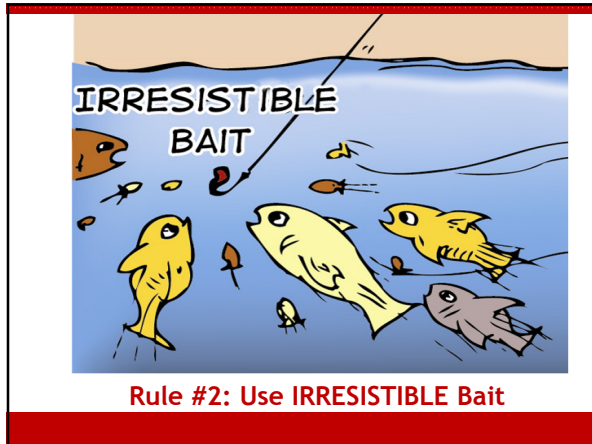
**The 8 ABSOLUTE LAWS
of Culinary Marketing**

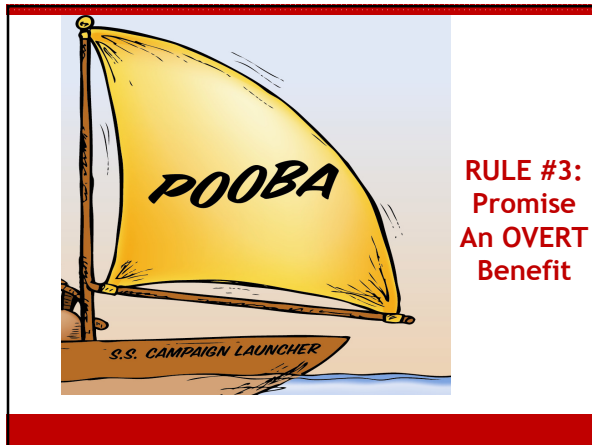


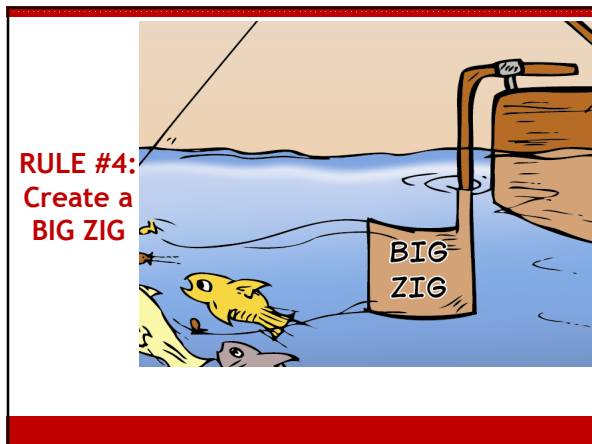


HUNGRY FISH

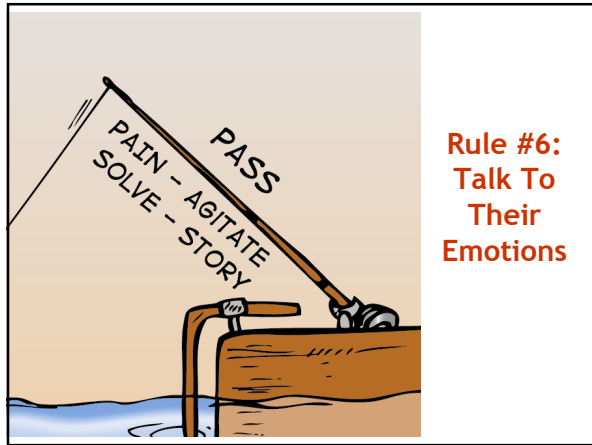
**RULE #1: It's All About
The HUNGRY FISH**

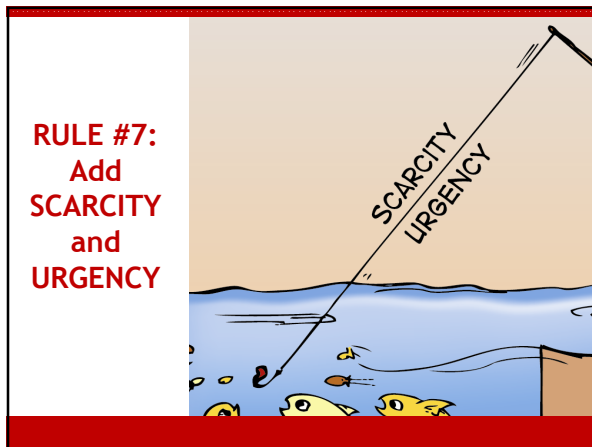












**RULE #8:
Remove
ALL Of
The Risk**



The Time to Act is NOW

- WHICH Of These Strategies Can You Use?
- WHAT Has To Happen First?
- WHY Is This Worthwhile For Your Association?
- WHEN Can You Begin To Execute?
- WHO Needs To Be On Board First?
- HOW Much Will It Cost?

ADDITIONAL SUGGESTED READING

- W. Chan Kim and Renée Mauborgne, [Blue Ocean Strategy](#)
- Jakob Nielsen, [Prioritizing Web Usability](#)
- Patrick Hanlon, [Primal Branding](#)
- Emanuel Rosen, [The Anatomy of Buzz](#)
- Robert B. Cialdini, [Influence: The Psychology of Persuasion](#)
- Seth Godin, [Free Prize Inside: The Next Big Marketing Idea](#)
