

**FOR IMMEDIATE RELEASE: (RK Dixon)**

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BrandPromise® book

New York. April 3, 2008 – McGraw-Hill has announced the global launch of Duane Knapp's newest book; the BrandPromise® which outlines how genuine brands make a promise that guarantees success. "A brand's promise is the new currency for success," says Mary Glenn; Editorial Director of Business Books at McGraw-Hill Professional.

The BrandPromise reveals how successful brands such as Costco, Ketel One, Make-A-Wish, Tourism Vancouver, RK Dixon and other leading brands make a promise that guarantees success. It also includes insights from hundreds of other brands including Microsoft, Reidel Crystal, New York Life, the Mayo Clinic and Sunset Magazine.

This book outlines the secrets that all kinds of individuals and organizations including associations, philanthropic enterprises (charities and non-profits), personal brands (celebrities, athletes and executives), professional service firms; doctors, entrepreneurs, small businesses, and member-centric businesses such as credit unions and co-ops can utilize to make the right promise.

The BrandPromise details how anyone can apply the secrets of BrandScience to enhance their personal image and perception and provides celebrities including Annika Sorenstam, Rachael Ray, Oprah, Bobby Jones and Greg Norman.

The BrandPromise includes many examples of how regional brands can utilize the "promise" methodology to enhance their perceptions, image and brand equity and features a Brand Profile of RK Dixon; a truly Genuine brand.

According to Knapp, "RK Dixon is a regional family owned company headquartered in Davenport, Iowa. They promise their copier, printer and network clients that everything just runs better. Their employees take ownership of the customer experience. RK Dixon proves that success comes from the size of the promise, not the size of the company."

Duane Knapp is chairman and founder of BrandStrategy, Inc. and has advised 300 brands in 14 countries worldwide including corporations, communities, societies, professional associations, institutions, countries, world-class professionals, celebrities and successful individuals who desire to optimize their perception, image and success.

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For book purchases or more information on the BrandPromise book or Duane's other books (the BrandMindset® and Destination BrandScience), please log on to [brandstrategy.com](http://brandstrategy.com), [brandpromise.com](http://brandpromise.com) or [amazon.com](http://amazon.com) under Duane Knapp or contact BrandStrategy, Inc. at 360-293-8810.