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## FOR IMMEDIATE RELEASE

*"This powerful, practical book shows you how to explode your business to the top of your industry."*

- Rick Frishman, Bestselling author

## Success Secrets Revealed

**Corona, CA** — Over half a million new businesses start up each year in the U. S. In our current economic climate, an entrepreneur's biggest challenge is how to distinguish him- or herself in this flood of competition. *Maximize Your Competitive Edge: 17 Secrets to Make Your Small Business Look Like a Fortune 500 Company* shows new entrepreneurs 17 winning strategies to outshine their competitors.

"The image a small business projects in writing, speaking, marketing, and visual appearance can determine its success," says author Carol J. Amato. "Many entrepreneurs unwittingly sabotage themselves by making mistakes that can be avoided. Following the strategies in *Maximize Your Competitive Edge* can help them rise to the top of their industries."

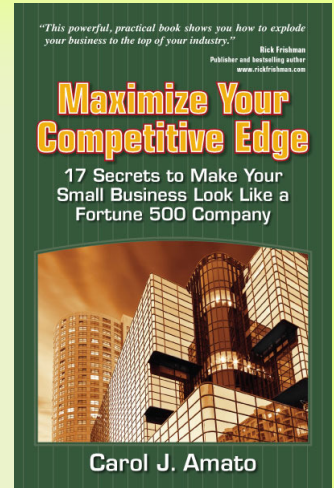
Sound-bite books are all the rage right now because business owners are short on time, so Ms. Amato has formulated her tips into easy-to-grasp tidbits that take just minutes to read. This 128-page book is the second title in Stargazer Publishing Company's Quick Guide series for successful business strategies and is available in print, Kindle, and Nook editions.

Carol J. Amato is the author of 26 books and hundreds of articles in national magazines. She is also an entrepreneur who has run her own successful writing and editing business for over 25 years.

Due out in August, 2013, *Maximize Your Competitive Edge: 17 Secrets to Make Your Small Business Look Like a Fortune 500 Company* is available for \$14.95 and can be ordered from major wholesalers and online bookstores and from the publisher at (800) 606-7895 or [www.stargazerpub.com](http://www.stargazerpub.com).

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*Maximize Your Competitive Edge: 17 Secrets to Make Your Small Business Look Like a Fortune 500 Company*, by Carol J. Amato. Original edition. 5½ x 8½. 128 pages. Illustrations. ISBN: 978-1-933277-15-8. \$14.95. See our pressroom at [www.stargazerpub.com](http://www.stargazerpub.com) for a .jpg of the cover.



Press Release



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