

Foundation Announces 2008 Berry-AMA Book Prize Winner



CHICAGO, IL—October 1, 2008 -- The American Marketing Association Foundation (AMAF) announces *Hidden In Plain Sight: How to find and execute your company's next big growth strategy* (Harvard Business School Press) as the recipient of the 2008 Berry-AMA Book Prize for the best book in marketing.

Hidden in Plain Sight, by Erich Joachimsthaler, explains how you can spot these opportunities that are hidden in plain sight. It introduces the demand-first innovation and growth model that will show you how to become an unbiased observer of people's consumption and usage behaviors. Refining this skill helps companies generate organic growth through new products, services, solutions, and experiences that truly enhance peoples' lives.

Joachimsthaler is founder and CEO of Vivaldi Partners, a strategy, innovation, and marketing consulting company. Before he founded Vivaldi Partners, Joachimsthaler had a 15 year career in academics and extensive professional work experience in several large multinational companies.

The following Berry-AMA Book Prize finalist was named as runner-up, *Beyond Buzz: The Next Generation of Word-of-Mouth Marketing* (AMACOM), by Lois Kelly.

The selection of the Berry-AMA Book Prize winner and finalists included a five member team of marketing experts led by Richard Lutz, J. C. Penney Professor of Marketing and Distinguished Alumni Professor (University of Florida). The judging panel also included Jack Hollfelder (American Marketing Association), Russ Winer (New York University and Marketing Science Institute), Gordon Wyner (Millward Brown Inc.), and Valarie Zeithaml (University of North Carolina).

The annual Berry-AMA Book Prize recognizes books whose innovative ideas have had significant impact on marketing and related fields. The prize is one of the AMAF's programs designed to champion and support excellence in marketing and is named in honor of Leonard L. Berry, a distinguished professor of marketing at Texas A&M University, and his wife Nancy F. Berry. Exceptional marketing books that have set the standard for excellence and that were published within the previous three years (copyright 2005, 2006 or 2007) were eligible for consideration to receive the 2008 Berry-AMA Book Prize. For additional information about the Berry-AMA Book Prize, please visit www.themarketingfoundation.org/berry_book_prize.