



Positioning Brands for Success™

FOR IMMEDIATE RELEASE

Elish Marketing Group Announces Launch of New Website

Elish Marketing Group Launches New Website; Brings a New Approach to Being Social and Showcasing Client Successes

DENVER, CO - January 9, 2012 – [Elish Marketing Group](#) (EMG), a leading authority on brand positioning and marketing to a wide range of businesses including restaurants, dental practices, retailers and consumer product companies, today announced the launch of its new [website](#). The new website will be available on all traditional and mobile platforms.

The new EMG website contains over a dozen success stories featuring examples of positioning brands to effectively compete in today's competitive marketplace, identifying breakthrough consumer insights, launching new concepts and products, and revitalizing turnaround businesses.

Marketing speaker [Warren Elish](#), a well-respected practitioner and lecturer on the topic of brand positioning (Cornell University Johnson Graduate School of Management faculty), who is personally responsible for developing the brand positioning for hundreds of well-known international, domestic, regional and local brands is also featured in the website. His upcoming speaking engagements at the International Franchise Association Convention, the National Restaurant Association Show and at top business schools are highlighted.

“The new Elish Marketing Group website clearly communicates our marketing and consulting core practice areas and discusses the successes we have had with our clients using our Six-Point Approach of positioning, focusing, planning, developing, executing and evaluating,” said Warren Elish Founder, President and CEO of Elish Marketing Group. “Our internally developed website brings a new approach to websites being social.”

For a Free consultation on how Elish Marketing Group can assist you in profitably growing your business, contact Warren Elish at 303-762-0360 or at warren.ellish@elishmarketing.com.

About Elish Marketing Group

[Elish Marketing Group](#) is a leading authority on brand positioning and marketing consulting to restaurants, dental practices, retailers and consumer products companies. For more than 16 years, EMG has assisted the senior leadership of highly competitive, multi-unit businesses to generate high returns on investment based on a strategic focus that will drive profitable traffic and product mix. A significant amount of EMG's work has been with start-up, emerging and turnaround businesses. EMG has successfully launched many new brands, concepts, and practices that have become successful while also revitalizing many once formidable brands that lost their way to become strong competitors once again.

Contacts:

Warren Elish, 303-762-0360
warren.ellish@elishmarketing.com

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