



## Rapp Announces Virtual Serial Release of New “Direct+Digital” Book

Las Vegas, NV (October 13, 2008) -- The pace of change in the publishing world got another big push today with the announcement by Stan Rapp, Chairman Engauge, of a revolutionary new way to release the content of a new book online while it is being completed prior to publication as a hard-cover volume in the Spring of '09.

Sponsored by the Direct Marketing Association and Engauge, *What Business Needs Now*, is an anthology of insights and up-to-the-minute experience by direct and digital thought leaders. Rapp is the book's editor and contributes a foreword hailing the new role of Direct+Digital at the heart of the new marketing.

Rapp is cofounder and for 23 years was CEO of the world-leading marketing services firm that carries his name. He has authored six widely-read marketing books, including the bestselling *Maximarketing*, which first predicted the transition from mass marketing to one-to-one marketing a generation ago.

Rapp's foreword challenges much of today's conventional marketing wisdom and forecasts what the advertising agency's future structure is likely to be. It also provides an explanation of why this novel pre-publication process was devised. Rapp says: “Given today's constantly changing business scene, the old way of totally finishing a marketing manuscript before it travels along the 6-month to 9-month publishing cycle can result in many of its insights becoming history before the book sees the light of day. To keep the content as fresh and current as possible, we are going online with a serial publishing model. Interested marketers can download the foreword and several representative chapters at [zinnio.com](http://zinnio.com), the site for digital subscriptions to popular magazines. The book's remaining content will become available at the rate of about two chapters per month. When the manuscript is completed, it will move to traditional, hardcover publication for those who prefer the pleasure of bookstore browsing and discovery. Everything about how the anthology is published reflects the theme of the book: Direct+Digital = Breakthrough Results”

As the chapters are released, many of the expert contributors to the anthology plan to continue updating what they wrote at the soon to be established *What Business Needs Now* blog. Readers also are encouraged to post blog entries on the pros and cons of marketing success today. The pre-publication blog entries may find their way into the hard cover edition with appropriate accreditation. And the conversation will continue after the official publication date next year, creating a “living book” that never goes out of print or out of date.

Rapp now is chairman of Engauge, a new marketing agency that is reshaping the future of advertising. A member of the Direct Marketing Association Hall of Fame, he has been recognized by *Advertising Age* magazine and the Advertising Club of New York as one of the 101 individuals who shaped advertising in the 20th century.

**Engauge Background: [www.engauge.com](http://www.engauge.com)**

Engauge breaks new ground with its Center of Excellence agency model (Brand Communication, Interactive, Package Design and Direct Marketing) that creates holistic solutions in a truly collaborative way. The result is a marketer's ability to connect with the consumer or business customer in a meaningful and measurable way, no matter where the conversation takes place. Engauge serves clients from a wide range of business categories from packaged goods to high-tech, and creates marketing solutions for both national and global brands. With offices in Columbus, Austin, Atlanta, Pittsburgh and Orlando, the Engauge client roster includes such business leaders as Kraft Foods, Best Buy for Business, Chick-fil-A, Mars, Coca Cola, The Home Depot, Sony, Logitech and Huntington Bank.

**Contact:** Rick Kamel ([rkamel@rcn.com](mailto:rkamel@rcn.com)) 312-775-8399 or Stephanie Critchfield ([scritchfield@engauge.com](mailto:scritchfield@engauge.com)) 404-601-4348