

**FOR IMMEDIATE RELEASE: (Bartell Hotels)**

**CONTACT:** Dana Kirschbaum  
Phone: 360-293-8810  
Email: [dknapp@brandstrategy.com](mailto:dknapp@brandstrategy.com)

Mary Glenn  
212-904-6014  
[mary\\_glenn@mcgraw-hill.com](mailto:mary_glenn@mcgraw-hill.com)

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, **Bartell Hotels** 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 consumer brands can utilize the "promise" methodology to enhance their perceptions, image and brand equity and features a Brand Profile of Bartell Hotels; a truly Genuine brand.**

**According to Knapp, "Bartell Hotels makes a promise to each of their guests across their owned and franchised hotels. They promise to welcome each guest with the best home away from home experience. It's the kind of commitment that distinguishes their experience from so many other choices by focusing on how they want their guests to feel."**

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.