

PRESS RELEASE

FAST-TRACK YOUR BUSINESS

Patterson's New Book Helps Innovators Gain Traction for Growth

Austin, Texas – Author and Marketing Performance Management pioneer and expert Laura Patterson takes a new approach to business marketing in her fourth book, *Fast-Track Your Business: A Customer-Centric Approach to Accelerate Market Growth*. The new book, now available for purchase at Amazon and other leading retailers, helps readers apply the proven Circle of Traction framework used in the VisionEdge Marketing practices to help companies accelerate organic growth.



In his foreword to this beneficial book, David Altounian, the Associate Dean of Academic Programs and MBA Director at the Bill Munday School of Business at St. Edward's University who also serves as a mentor at Austin's Capital Factory writes, "Many books address marketing approaches in a theoretical way, which helps readers understand the basic concepts, but they leave many gaps in understanding how to execute. The Circle of Traction model provides a specific

direction and questions to ask on the journey to creating a successful, profitable, and growing company."

"Growth doesn't just occur – it takes intent and deliberate action," says Laura. "I wrote *Fast Track Your Business* to help companies have a customer-centric framework that provides a practical and systematic process for navigating and accelerating a sustainable path to organic growth."

Advance Praise from Industry Leaders:

"Laura is the queen of marketing metrics. But with this book, *Fast-Track Your Business: A Customer-Centric Approach to Accelerate Market Growth*, she has stepped outside marketing to challenge all businesses to step up their game and grow, grow, grow."

- Theresa Kushner, coauthor of *B2B-Data-Driven Marketing: Sources, Uses, Results*

"The most certain path to success for any business is true, organic growth driven by loyal customers. *Fast-Track Your Business* offers a detailed game plan for building a company-wide focus on the customer. In a world where every company claims to be customer-centric, Laura Patterson's book will help your company become one of the few that really is."

- Roger Dooley, author of *Friction - The Untapped Force That Can Be Your Most Powerful Advantage*

Publishing Reviews:

"Succinct explanations and applicable advice make *Fast-Track Your Business* a useful tool for spurring sustainable growth."

- Foreword Reviews

"... novice and veteran marketers should find the volume of use in developing corporate strategy. A longtime advocate for marketing makes a thoughtful case for its importance in all businesses."

- *Kirkus Reviews*

"... packed with a great deal of valuable advice and information. Students of marketing and marketing professionals would do well to lend an ear."

- *BlueInk Reviews*

Fast-Track Your Business, Patterson's fourth book focused on proving and improving the value of marketing, is now available. Visit [Amazon](#) to purchase your advance copy today. To hear the latest from Laura and VisionEdge Marketing you can follow #FastTrackYourBusiness, #FastTrackYourBiz, #CircleofTraction and #FastTrackYourGrowth.

ABOUT THE AUTHOR

Laura Patterson began her 25+ year career in sales and had the great fortune of working across functions spanning customer relationship management and Marketing with a capital "M". Today she is at the helm of VisionEdge Marketing (VisionEdgeMarketing.com), and is recognized as one of the pioneers and authorities in the Marketing Performance Management (MPM) discipline. The company specializes in helping companies apply data, metrics and proven best-in-class practices to improve Marketing effectiveness, deliver business impact, and enable better business decision-making.



Laura and VisionEdge Marketing are all about making Marketing an engine of growth for organizations. Martechexec selected Laura as one of the top 50 women in marketing technology. Laura is honored to be among the Top 20 Women in Business according to the Sales Lead Management Association. Engagio identified Laura among the top Marketing Operations leaders to know. Laura has served on the University of Texas McCombs School of Business Masters of Marketing Science Advisory Board.

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