



By Richard D. Czerniawski

SUMMER BREAK ANNOUNCEMENT 2021

Dear readers of DISPATCHES and Marketing Matters,

DISPATCHES and Marketing Matters are publications of Brand Development Network International. The purpose of each is to contribute to helping make marketing matter more through sharing our perspectives—honed from decades of brand marketing experience with Fortune Top 100 Companies throughout the world—on marketing excellence. Our writing is founded on proven principles, best practices, and quality processes. It is universal in nature, cutting across sectors, categories, and countries.

Well, I've been remiss in not explaining our absence from issuing DISPATCHES and *Marketing Matters* during the past two weeks. The fact of the matter is that we are taking a summer break from writing and publishing two DISPATCHES and seven *Marketing Matters* articles per month through Labor Day (6 September 2021). Instead, we are spending precious post-pandemic time reunited with family. We imagine that you, too, are pretty busy doing those things that social distancing prohibited during the pandemic.

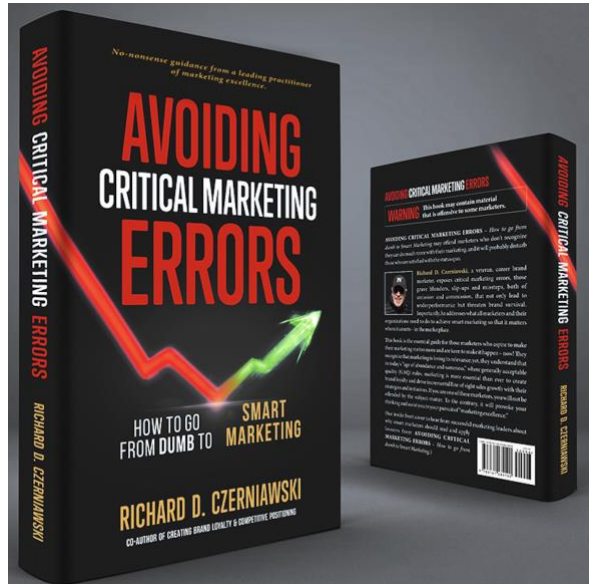
So, we're going dark with sharing new articles until we are (all) back from the summer holidays. However, we recognize that many of you are keen on self-development and improvement. HOOYAH! Accordingly, you may go to <http://bdn-intl.com/marketing-matters> to find past DISPATCHES and *Marketing Matters* articles. Indeed, you'll discover missives you may have missed and those that you've read that are worth reading again.

Also, if you haven't read AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing, COMPETITIVE POSITIONING: Best Practices for Creating Brand Loyalty, or CREATING BRAND LOYALTY: The Management of Power Positioning and Really Great Advertising, you might want to read them. We feel confident you will find them informative and, importantly, thought-provoking. Go to <http://bdn-intl.com/> and click on "Resources" to learn more about each of our books as mentioned above. You'll also find videos, articles, and BDNI services.

While we are taking a break from writing and publishing articles, we continue to engage in and think about marketing projects and themes. We'll come back following the summer holidays eager to share our fresh insights with you.

In the interim, enjoy your summer, family, and friends. We'll see you soon.

Achieve authentic marketing excellence. Read my most recent book, AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing. It will provide you with a list of common marketing errors to avoid and, importantly, how to make your marketing matter more. Resolve to dig in and, in turn, make your marketing matter more when you return from your vacation. Learn more here: <http://bdn-intl.com/avoiding-critical-marketing-errors>



Peace and best wishes,

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