



News Release

For Immediate Release

Cambridge Who's Who Publishing, Inc. Launches an Unprecedented New Teleseminar Series

Landmark String of Engagements Links Cambridge Who's Who Members with Success Coach and Best-Selling Author Mike Litman

Uniondale, NY, April 17, 2008 – [Cambridge Who's Who Publishing, Inc.](#) is excited to announce a new benefit for its members, the 2008 Teleseminar Series. The program was created to provide useful information that will help participants achieve success in their personal and professional endeavors. The major themes that will be addressed in these teleseminars are effective personal branding, the power of networking and business building. These core principles are valuable to Cambridge Who's Who members in every profession and at all stages of their careers.

Following the teleseminars, participants will be invited to join [Cambridge Who's Who Connect](#), a networking site where members can share information with each other and continue discussions sparked by the teleseminar series. Cambridge will also post excerpts of the teleseminars on the [Cambridge Who's Who Resource Center](#), a place for members and non-members to gather information and seek advice on popular topics including online networking, starting your own company, marketing your products and services and making yourself into a valuable contact. A content-rich site, the [Cambridge Who's Who Resource Center](#) gives Cambridge Who's Who members an opportunity to establish themselves as leaders in their industries and professions through its contributing author program.

On Thursday, April 10, 2008, approximately two hundred Cambridge Who's Who members participated in the first teleseminar entitled "[Million Dollar Networking Strategies for the 21st Century](#)." The presentation, which was free to members who pre-registered, featured proven success coach, best-selling author and multi-millionaire Mike Litman as guest speaker. On the conference call, Mr. Litman shared his success tips and goal-setting techniques to help subscribers develop their personal brand, achieve business growth and expand their professional network.

"By strengthening the value proposition of Cambridge Who's Who membership with services like the teleseminar series, we hope that members will make Cambridge their primary resource for how-to and reference information," says Erica Lee, chief operating officer of Cambridge Who's Who Publishing, Inc. She continues, "In the future, we would love to see members who have already distinguished themselves as experts lead one of our teleseminars. What better way is there to build your brand and position yourself as an authority in your field than to address an audience of your peers?"

Cambridge Who's Who Publishing, Inc. is committed to delivering the highest quality networking resources for relationship building, job recruitment, career enhancement and new

business development. In accordance with this mission, Cambridge Who's Who Publishing, Inc. is proud to present the 2008 Teleseminar Series.

About Cambridge Who's Who Publishing Inc.

Cambridge Who's Who is an invitation-only network comprised of over 200,000 executives, professionals and entrepreneurs who have demonstrated leadership and achievement in their industry and occupation. Cambridge Who's Who membership provides individuals with a valuable third party endorsement of their accomplishments and gives them the tools needed to gain a competitive edge and strategic positioning within their profession by helping them to brand themselves and their businesses effectively. It also facilitates networking among a diverse group of professionals at various stages of their careers. For more information about Cambridge Who's Who, see www.cambridgewhoswho.com.

About Mike Litman

Mike Litman is the #1 best-selling author of *Conversations with Millionaires*. Over the last six years, he has coached over a quarter million business owners, showing them how to improve themselves and build their businesses better and faster. He is a nationally recognized networking expert and Cambridge Who's Who Publishing, Inc. is excited to present his proven strategies for success to its members.