

# News

For Immediate Release

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## New book provides marketing lessons from science/technical realms

CARMEL, Ind. – Carmel marketing veteran Chris Wirthwein thinks you might not be charging enough for your product or service.

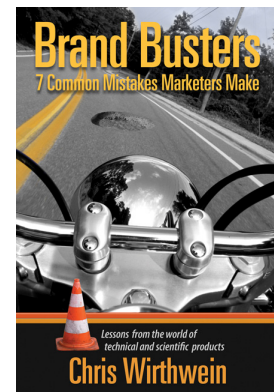
Don't believe him? Two words: Bottled water. If gas cost as much as bottled water, we would pay \$150 to fill our tank. Yet we pay the equivalent of about \$7 a gallon for water –a commodity that we're accustomed to thinking of as free.

"Believing your price is too high–without proof" is mistake No. 6 from Wirthwein's new book, **"Brand Busters: 7 Common Mistakes Marketers Make."** Wirthwein is CEO of the Carmel-based ad agency 5MetaCom. He draws on his 20-plus years of helping clients market scientific and technical products to explain how to avoid these common marketing pitfalls:

1. Talking "needs" instead of "wants."
2. Falling in love with your product instead of your customer.
3. Believing that marketing is all science or all art.
4. Trying to please everyone.
5. Forgetting that people forget.
6. Believing your price is too high–without proof.
7. Believing you must sell your product on an economic basis.



*5MetaCom CEO Chris Wirthwein says adding value to a product is usually a better option than cutting price.*



*"Brand Busters" is available for \$24.95 at [www.paramountbooks.com](http://www.paramountbooks.com) or at [www.amazon.com](http://www.amazon.com).*



**“Brand Busters”** initially was intended for marketers of scientific and technical products—companies with customers Wirthwein characterizes as hypercritical and hypersophisticated. But Wirthwein quickly realized the principles in his book “are fundamental to marketing no matter what the product is.”

Business books abound, but a book about marketing highly technical products is a rarity. Most marketing books relate to simpler products, like soft drinks and shampoo.

“This is brain surgery stuff, it’s rocket science stuff, it’s tales from the trenches,” says Wirthwein, who provides examples on products ranging from ball bearings to peanut shell pests. “This kind of stuff isn’t often written about, so it may bring in a whole new set of ideas from a whole different world than what most marketing people are exposed to.”

That “new set of ideas” is an example of heterosis. It’s the notion of bringing widely divergent things together to create something more vigorous and robust. For example, have you ever wondered why farmers detassel corn? If left to its own devices, corn would self-pollinate, with rather unappetizing results. Detasseling and cross-breeding the corn (heterosis) creates a better seed and, ultimately, a better ear of corn.

The concept applies in the cornfield, and it applies in the business world, whether you market menswear or molecular markers.

“Marketing is capturing people’s imagination, attention and emotion—it’s like Shakespeare but for commercial purposes,” Wirthwein says. “It’s rewarding when you can get somebody to pay attention and love your client’s product all because of a bit of marketing that was created out of an idea. That’s the kind of inspiration you’ll take away from this book.”

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*“Brand Busters: 7 Common Mistakes Marketers Make” by Chris Wirthwein is scheduled for release in January 2008. It is available for \$24.95 at [www.paramountbooks.com](http://www.paramountbooks.com) or [www.amazon.com](http://www.amazon.com). It is published by Paramount Market Publishing Inc., Ithaca, NY. (150 pages)*

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