



## DJ Heckes Named Finalist in National "Best Books 2010" Awards

*"Full BRAIN Marketing – for the small business" by DJ Heckes has been named a finalist in both the Entrepreneurship & Small Business and Marketing & Advertising categories of the seventh annual "Best Books 2010" Awards, sponsored by USA Book News. A marketing and tradeshow expert, Heckes reveals ways to balance traditional, digital and social media marketing to increase profitability and avoid unnecessary mistakes, obstacles and failures.*

Albuquerque, NM (Vocus/PRWEB) November 30, 2010 -- "[Full BRAIN Marketing – for the small business](#)" by DJ Heckes has been named a finalist in the "Entrepreneurship & Small Business" and "Marketing & Advertising" categories of the seventh annual "Best Books 2010" Awards. Sponsored by USA Book News, the awards honor the best of books from both mainstream and independent publishers. A complete list of the winners and finalists of the National "Best Books 2010" Awards are available online at [www.USABookNews.com](http://www.USABookNews.com).

About the award, Heckes says, "I am both honored and excited that Full BRAIN Marketing has received this national recognition. We appreciate the support of the local leaders of our Albuquerque business community, who have shared their success stories inspired by reading Full BRAIN Marketing. This award will help us reach a larger audience of entrepreneurs throughout the country who can replicate those marketing achievements."

"Businesses can gain a competitive advantage by leveraging both right brain (creative) and left brain (logical) thinking in their marketing efforts," says Heckes, award-winning CEO of [EXHIB-IT! Tradeshow Marketing Experts](#) and former national board member of the American Marketing Association. "Full BRAIN Marketing helps busy small business owners stand out from the crowd," says Heckes. "Everyone is focused on business development in this economy. Margins are thin and businesses can't afford trial and error tactics. This book shows entrepreneurs the secrets for merging traditional, digital and social media marketing to accomplish successful marketing campaigns with less effort by doing it the right way, the first time." Full BRAIN Marketing was recently featured in a two-part excerpt on WomenEntrepreneur.com, where Heckes appears as a guest blogger. WomenEntrepreneur.com was recently included in the Forbes list of "Top 100 Websites for Women."

Full BRAIN Marketing – for the small business (ISBN 978-1-4392-5679-4) is available online in paperback, audio, and Kindle at the author's website, as well as Amazon.com, BarnesandNoble.com, and select independent booksellers.

### About the author:

DJ Heckes, owner and CEO of EXHIB-IT! Tradeshow Marketing Experts and published author of Full BRAIN Marketing—for the small business, is truly passionate about two things: her clients and marketing. EXHIB-IT! is a GSA & Woman-owned small business headquartered in Albuquerque, NM. DJ started EXHIB-IT! in 2000 in her bedroom with just a computer and a telephone, and has since built a multi-million dollar company. DJ recently received the Top Performing CEO award in 2010 from NM Business Weekly. DJ's book, Full BRAIN Marketing—for the small business - discusses how, if done properly, marketing can be accomplished more easily and with a far greater rate of success. The book reveals ways to balance traditional, digital and social media marketing to increase profitability and avoid unnecessary mistakes, obstacles and failures. For more information, please contact DJ Heckes at (505) 828-0574 or visit [www.FullBRAINMarketing.com](http://www.FullBRAINMarketing.com).



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### **Contact Information**

**DJ Heckes**

Full BRAIN Marketing

<http://www.fullbrainmarketing.com>

505-828-0574

**Laura Furumoto, MBA**

Marketing to Go

<http://www.MarketingtoGoNow.com>

775-830-3993

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