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New Book Features Personal Biz Nuggets of Area Entrepreneur

A Philadelphia-area direct marketing entrepreneur has authored a book on-Philadelphia entrepreneurs.

Michael Capuzzi, president of Persistent Marketing, Inc., 826 Brandywine Road, Downingtown, Pa, 19335 (P: 484-237-8342) has titled the book, "Dream, Inc."

It features 32 Philadelphians who started their own businesses. Each has a chapter, written in the first person, telling of their experiences, plus advice for others interested in owning their own firms.

Many ACT readers will recognize the chapter authors. They include...

...Jim Palmer, whose business, Dynamic Communication, creates newsletters.

...Richard Wein, of Systems Solutions, Inc., technology services for area firms.

...Dave Magrogan, owner of three restaurant chains, including Kildare's Irish Pubs.

...Ralph Archbold, the premier Ben Franklin look-a-like, who has portrayed Ben almost 19,000 times.

...Anthony Stagliano, Jr., president of Audiomax, a major recording company including on-hold messaging, and in-store audio promotion services.

A second edition of the book, with other area business men and women being featured is planned.



PUBLISHER Michael M. Capuzzi (right) from gross revenues of the book, "Dream Inc" donated to Chester County Futures, a non-profit organization that works with disadvantaged students, a \$10,000 check.

The book sells for \$19.95.

Contact Capuzzi at
www.dreamincpublishing.com