



## [Lean Marketing Session at ASQ Columbus Spring Conference](#)

*Joe Dager of Business901 will present Marketing with Lean.*

*Online PR News* â€“ 24-February-2011 â€“ Fort Wayne, IN - February 23, 2011 -- The theme of the ASQ Columbus Spring Conference 2011 is Leadership through Quality. After enjoying morning and after-lunch key-note speakers, attendees will have the opportunity to choose from both morning and afternoon tracks covering more than 14 different topics!.

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The conference is held at The Columbus State Conference Center, 315 Cleveland Avenue, Columbus, Ohio 43215. It is a one day event on March 24th with registration beginning at 7:30 AM and the conference from 8:30 AM to 5:00 PM. Additional information and registration can be obtained at <http://www.asq-columbus.org>.

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Joe Dager says of the Marketing with Lean program, "This requires re-thinking about the way you do business and the way you think about your markets. More importantly, the way you think about value. Value in terms of how your market defines it. Stop thinking about product or even product benefits. Your marketing systems must support the delivery of value to your customer at a much higher rate than your competitors. It is a moving target and the principles of Lean and PDCA facilitate the journey to customer value. Learn what the terms Agility, Speed and Relevance fit into the marketplace today and in the future."

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ASQ is a global community of experts and the leading authority on quality in all fields, organizations, and industries.

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\* As a professional association, ASQ advances the professional development, credentials, knowledge and information services, membership community, and advocacy on behalf of its more than 85,000 members worldwide.

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\* As champion of the quality movement, ASQ members are driven by a sense of responsibility to enrich their lives, to improve their workplaces and communities, and to make the world a better place by applying quality tools, techniques, and systems.

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Joe Dager, owner of Business901 takes his process thinking of over thirty years in marketing within a wide variety of industries and applies it through Lean Marketing Concepts. He has owned and operated companies involved in retail, manufacturing and professional services that include several turnarounds and growth companies. He has authored the books the Lean Marketing House, Marketing with A3 and soon to be released Marketing with PDCA. The highly rated Business901 Blog and Podcast includes many leading edge

thinkers and has been featured numerous times for its contributions to the Bloomberg Business Week Exchange. Joe is president of Business901, a firm specializing in bringing the continuous improvement process to the sales and marketing arena.

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If you visit the Business901.com website, you can download and introduction to Lean Marketing Concepts in a 30-page eBook format. Dagers experience includes numerous start-ups, several turnarounds in variety of industries to include manufacturing, retail, and professional services to include marketing.

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