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# ***Strategic Propositions: Observations on Smart and Not So Smart Marketing - And Why It Should Matter to Growing Companies***

In his new book, Jose Palomino delves deeply into value propositions, strategic marketing, entrepreneurship, strategic selling and more.

MALVERN, PA – August 30, 2017 *Strategic Propositions: Observations on Smart and Not So Smart Marketing - And Why It Should Matter to Growing Companies* is the new book by Jose Palomino, CEO of [Value Prop Interactive](http://ValuePropInteractive.com), a strategic marketing and sales firm, and author of [Value Prop](http://ValueProp.com). In this book, Palomino shares 20+ years of invaluable insights and experience in [business](http://ValueProp.com).

*Strategic Propositions* is a collection of thoughts, [blogs](http://ValueProp.com) and articles written by Jose on topics including value propositions, social media, branding, customer service, strategic selling, entrepreneurship, strategic marketing and much more.

John Warrilow, *Inc. Magazine* columnist and author of *The Automatic Customer* says, “Successful business owners know that creating strategic value is a key to commanding a premium - for their business and their products in the market. Jose’s new book provides sharp insights and inspiring stories on the how and why of creating business value.”

Similarly, Flint McGlaughlin, CEO and Managing Director of MECLABS and [MarketingSherpa.com](http://MarketingSherpa.com) says, “Your value proposition is, in fact, the compass of your entire enterprise. Jose Palomino was one of the first to grasp this essential truth. With his new book, Palomino continues his crusade to give the value proposition its rightful place at the center of business strategy.”

*Strategic Propositions: Observations on Smart and Not So Smart Marketing - And Why It Should Matter to Growing Companies* is published by Cody Rock Press and is available for purchase on [Amazon.com](http://Amazon.com) at \$19.95 for the paperback edition.

**Direct Link to *Strategic Propositions on Amazon.com*:** <http://a.co/dSiSAFk>

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## **About Jose Palomino**

Jose Palomino is the CEO of Value Prop Interactive and author of Value Prop: Create Powerful 13 Value Propositions to Enter and Win New Markets. With over twenty years of leadership experience in the technology and service sectors, Mr. Palomino is a proven strategist, dealmaker, and presenter who helps businesses take their ideas, products and services to market faster and more effectively.

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**To learn more about Strategic Propositions** contact Rachel Simko at 610-590-4487 or Visit [www.ValueProp.com/StrategicPropositions](http://www.ValueProp.com/StrategicPropositions) for additional contact details, interviews, review copies, photos, and an author bio.

Value Prop Interactive  
645 Swedesford Road  
2nd Floor  
Malvern, PA 19355  
Voice: (610) 590-4487  
Fax: (610) 471-0425