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Understand the Truths and Myths about the Lawn and Garden Industry With the New Book by Industry Expert, Rick Pontz

Gilbert, AZ –

What “they” will never tell you about the Lawn and Garden Industry can now be found in the just published book, “The Truths, Myths & Secrets of Marketing Products in the Lawn & Garden Industry” by Rick Pontz, consultant, speaker and author.

“The book is a hands-on resource written for successful marketers of lawn and garden products who are ready to bring their businesses to the next level. Because this industry is a moving target and what worked yesterday doesn’t work well today, I wrote this book to help businesses keep ahead of the curve and on target,” said Rick Pontz, President, The Lawn and Garden Performance Group, LLC.

“The Truths, Myths and Secrets of Marketing Products in the Lawn & Garden Industry” is filled with down-to-earth advice and examples that highlight the truths and secrets of the lawn and garden industry while dispelling the industry myths. The book shows you:

- How to Sell Your Products to The Home Depot
- The Rules of Marketing Green
- How to Change Prices Without Losing Customers
- What Wal*Mart wants
- Cost Effective Patents and How to Protect Them
- To Compete With a Mega Competitor and Win
- How to Discontinue Products the Right Way

Pontz is a consultant, speaker, author, and the founder and President of the Lawn and Garden Performance Group, LLC. He is a 26 year veteran of sales and marketing of Lawn & Garden products to retailers in the United States, Canada and abroad. Pontz has managed large and small lawn and garden product companies as President, Executive Vice President, Vice President of Sales and Marketing and International Sales Manager.

“The Truths, Myths & Secrets of Marketing Products in the Lawn & Garden Industry” by Rick Pontz sells for \$39.95 and can be purchased at www.lgpg.com.

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