

## â€œInside the Mindsâ€• Surviving the Economic Crisis through Marketing

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Washington, DC (**CapitalWirePR**) June 18, 2008 --How can businesses not only survive the economic crisis, but thrive? Branding. Through key marketing tactics including research, environmental analysis, and segment marketing, according to Luis Vasquez-Ajmac, president of MAYA.

Vasquez-Ajmac releases his new book "Inside the Minds" a resource for business owners and senior level executives to maximize their profits through investing in marketing. The book highlights tactics proven successful in building strong brands as well as new ways to strategically target emerging U.S. communities including segment marketing.

"Trying to reach everyone with generic messages and materials is a sure formula for reaching no one." Effective marketing gives a clear message to a specific target audience, Vasquez-Ajmac said. "If you are targeting a specific culture, make sure your staff includes people from those cultures."

Vasquez-Ajmac has more than 25 years of experience in segment marketing and brand building and is widely recognized within his field as a visionary using advertising, public relations, and coalition building to catapult client issues, products, and services into prominence.

Vasquez-Ajmac received the first Forty Under 40 High Achievers Award, the 1999 Small Business of the Year Award, and the 2003 Hispanic Businessman of the Year award, which was presented by the Greater Washington Ibero American Chamber of Commerce. He also received the 1999 Vision Award and the Award of Distinction for Pepco's Energía Latina (Latino Energy) TV spot. Under Vasquez-Ajmac's leadership, MAYA received the Small Business of the Year Award from USDA in 2005 for outstanding customer service.

Celebrating its 18th anniversary this year, MAYA is a leading brand building agency offering strategic communications and segment marketing. With offices on the East and West Coasts, MAYA serves a variety of clients, including GEICO; Freddie Mac; Johns Hopkins University; the Department of Health and Human Services, Office of Minority Health; the Department of Homeland Security; and the Department of Navy. For more on MAYA, visit [www.mayadc.com](http://www.mayadc.com).

Luis Vasquez-Ajmac will be available for interviews on June 23-24, 2008

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