



WHO'S WHO

## News Release

For Immediate Release

### **Cambridge Who's Who Publishing, Inc. Debuts Online Forum for Members to Share Their Knowledge and Position Themselves as Experts**

Uniondale, NY, August 18, 2008—Cambridge Who's Who Publishing, Inc.'s *Contributing Author Program* was created to give members the opportunity to gain online exposure and share their expertise with fellow Cambridge Who's Who members and the general public. According to Cambridge Who's Who President Randy Narod, "Our *Contributing Author Program* provides a forum for our members to publish articles on the [Cambridge Who's Who Resource Center](#) and position themselves as experts in their fields. Currently, we are featuring pieces on networking, growing one's business, choosing a business attorney, starting a successful franchise and pursuing entrepreneurship."

In addition to having their articles edited, proofread and posted online by Cambridge Who's Who staff members, participants are provided with a special contributing author biography highlighting their areas of expertise, educational background and professional experience. Contributing authors can also share announcements about their recent accomplishments and endeavors online, and their articles are considered for publication in the Cambridge Who's Who quarterly newsletter, *Who's News*.

Contributing author Chi Chi Okezie has already posted four articles on the [Cambridge Who's Who Resource Center](#). She remarks, "Cambridge Who's Who is an exceptional organization that is extremely instrumental in helping its members enhance their professional goals. Not only can the public now find a wealth of information about me on the web, this strong web presence dramatically improves my visibility and credibility. I was also able to use my resources and connections with Cambridge Who's Who to promote my new book through their website, newsletter and blog. The response has been overwhelming in my favor and has catapulted my business to the next level."

"We strongly encourage members to share their expertise via the Cambridge Who's Who Resource Center," says Mr. Narod. "It's an exclusive benefit that provides unlimited potential."

For more information about the Cambridge Who's Who *Contributing Author Program*, visit: <http://cambridge-whos-who.blogspot.com/2008/05/cambridge-whos-who-contributing-author.html>.