

Media Release



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Book Helps Business Owners Wear Multiple Hats

Local Marketing Expert Provides Practical Insights Into Growing Business

Chicago, IL (September 20, 2011) — Juggling a business in two locations with clients on two continents, two online courses for a newly launched Business University, Non-profit Board responsibilities, and an aging parent keeps local Marketing, PR, and Sales maven, [Kathleen McEntee](#), busy. But sharing her knowledge to make it easier for clients and colleagues has always been her modus operandi. Kathleen recently introduced her first book where she shares her 25+ years of corporate experience.



The book, *Being in Business is a Funny Thing – Getting Out is Not!* is a Business Owner's Guide to Growing and Transitioning the Business.

"*Being in Business...* is meant to help business owners get a handle on the many different aspects of being in business. When I meet with clients, my head just explodes with ideas on how to tackle the challenges that they are facing. What better way than to put them on paper and use it as a foundation from which to work?" commented McEntee. Practicing what she preaches, the book is essentially marketing for her firm, in that it helps businesses initially tap her experience and knowledge base and gives them the opportunity to reach out to her for further support.

Over 75 clients, colleagues, and friends attended McEntee's book signing at the Union League Club of Chicago on September 13th. Tying the book signing into her favorite local charities, McEntee offered attendees the option of donating their book fee to [Old St. Patrick's Church](#) or [Western Illinois University – College of Business and Technology](#).

About Kathleen McEntee and Associates, Ltd.

In today's ever-changing business environment, being nimble, practical and maintaining a keen customer-focus is essential. Having a plan, timelines, and accountability keeps the entire organization on track. Kathleen McEntee and Associates, Ltd, (KMA) is a business management and marketing communications firm that provides straight-forward, practical advice and coaching to business owners and managers. Our process is called: *When Smart Business Matters*®. We help our clients define their goals and objectives, develop a workable plan, and implement the tactics. We have earned the reputation of trusted advisor, invaluable resource, and master communicator. Working "in" the business requires your full attention. Let KMA help you work "on" your business...*When Smart Business Matters*®. For more information, contact www.kmcenteeassoc.com or 312.242.1606.

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