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**FOR IMMEDIATE RELEASE**

### **cj Advertising Featured in New Book by Best-Selling Author John R. DiJulius**

**NASHVILLE, June 18, 2008**—cj Advertising, a Nashville-based advertising agency, has been featured in the latest book by John R. DiJulius. The book, *What's the Secret? To Providing a World-Class Customer Experience*, focuses on profiling how the best service organizations consistently provide world-class customer experiences. It features the top service organizations in every industry, such as The Ritz Carlton, Nordstrom, Lexus, Starbucks, The Cheesecake Factory, The Walt Disney Company, and cj Advertising.

**DiJulius profiles cj Advertising in *What's The Secret?* as an outstanding example of an organization that is truly committed to building an internal culture built on delivering an exceptional customer experience, clearly separating them from their competition.** Every day, the professionals at cj Advertising handle the diverse needs of their clients from Web and graphic design to production and media placement while keeping positive attitudes and delivering the best results available.

"John DiJulius is one of the nation's leading experts on customer service," said Arnie Malham, President of cj Advertising. "Being recognized in his book is truly an honor for our entire agency team and our partnership in marketing with our clients."

cj Advertising, along with several of its clients, was chosen to appear in the book based on its ability to create a supportive and cohesive internal atmosphere, provide uncompromising customer service to clients, offer employee training about systems that remove variation and provide consistent customer service, and create an above-and-beyond culture among its employees.

With more than 11,000 pre-sales, the book is the culmination of five years of working with and researching first-rate service organizations. DiJulius exemplifies how being a world-class service organization pays off and demonstrates how these companies are market leaders and have recession-proofed their businesses through superior customer satisfaction.

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**About cj Advertising**

Established in 1994, cj Advertising is a leader in the creation, promotion, and distribution of direct response advertising for injury lawyers. The Nashville, Tennessee-based agency currently produces advertising campaigns for 36 law firms in 60-plus markets nationwide. All cj Advertising clients are market exclusive. The independently owned agency focuses on consulting, media placement, custom commercials, progressive Web sites, print ads, and public relations. Visit [www.cjadvertising.com](http://www.cjadvertising.com) for more information.

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