



The Brand Equity Protection Company

For Immediate Release

Leading Strategic Brand Equity Protection Company Releases Price Diversion Thought Leadership.

Ridgefield, Conn., (March 12, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company, today publishes ‘A Call to Arms for Supply Chain Managers – Wake Up to Price Diversion’ thus expanding S. G. Hart & Associates’ body of brand equity protection thought leadership.

Anthony M. Miano, S. G. Hart & Associates’ Executive Partner, recently published ‘A Call to Arms for Supply Chain Managers – Wake Up to Price Diversion’. Miano, in his article discusses the root causes of price diversion and why enlisting a firm’s supply chain management professional is critical. ‘The inherent abilities of the supply chain manager are critical in resolving price diversion challenges. Deep abilities in implementing various supply chain execution systems and the strong professional networks within the corporate structure makes this functional manager an invaluable resource for recapturing value lost through price diversion and other supply chain leakages.’ says Miano.

The free publication is available by requesting a copy from the ***Information Resources*** section of the S. G. Hart & Associates’ web site. Visit their web site at www.sghartassociates.com.

S. G. Hart & Associates is focused on the global brand owner with unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike. S. G. Hart helps firms realize their full brand equity protection potential by supporting their clients in the development and implementation of strategies that protect global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

For more information about S. G Hart & Associates and the services they provide, visit their web site at www.sghartassociates.com or email info@sghartassociates.com. You may also write to their new address at S. G Hart & Associates, LLC, 31 Bailey Avenue, Suite 5, Ridgefield, Connecticut 06877, call 203-438-4300 or fax 203-438-3222.

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About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a brand equity protection and supply chain security consulting company. S. G. Hart helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering. The focus of the Ridgefield, Connecticut based company is on the global brand owner with an unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike.

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