



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

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[Featured Expert: Yao-Hui Huang](#)

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Brand Name

How well does your name and the name of your company translate on a global scale?

Brand Legacy



George Soros, the chairman of Soros Fund Management, best-known as a speculator and a political activist, is on tour with his latest book, "The

New Paradigm for Financial Markets," in which he argues a "superbubble" has developed in the past 25 years and it is now collapsing. Even though he made a fortune by doing things such as betting against Britain's currency in 1992 and Thailand's in 1997, Soros, more than anything else, wants to be perceived as an economic philosopher. Since he was a student in 1952, he has been promoting his economic theory, which he calls "reflexivity." And since 1952, legions of academic economists have been dismissing his economic assertions and relegating his theory of reflexivity to the ranting of just another hedge fund

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Your Brand World.

Dear Friends and Colleagues: Greetings! The strategy behind effective Public Relations must always take into account the current social, political and economic landscape. The world population is about to reach seven billion! The sub-prime fallout, the strained credit markets, the rising costs of fossil fuels and food did not happen in a single powerful earthquake. We are seeing a long series of slight tremors that are hardly felt, but afterwards a whole continent will have shifted its location. Some predictions indicate that after the fallout China will take the number one slot for the largest economy and India will vie with the US for the number two slot.



There is always tremendous opportunity in an economic downturn. How to prepare? What to watch for? During the next two years, it is time for you to implement a strong public relations position for you and your business. One of your most effective PR tools is your website. Your website is your face to the world. Think about doing business outside of your own comfort zone, your own city, and your own nation. Think Global. Think about whether your website speaks to a local audience or a global audience.

This month we are proud to feature the extraordinary New York City business woman Yao-Hui Huang. Yao owns the web design and development company Gigapixel Creative. www.gigapixelcreative.com. Yao is a frequent flier to China and has been instrumental in getting deals done the way no one else has been able to do so with the possible exception of Rupert Murdoch and Henry Paulson. Yao is also the founder of the The Hatchery, which brings together technology startups with investors. Think of it as speed dating for dollars on steroids. Yao's next Hatchery event will take place on Wednesday, June 25th at 6:30pm and focus on social media startups. Hatchery events are by invitation only. For more information please see <http://www.hatchedby.us>.

Best Regards,

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manager's "write downs". Kudos to George Soros for pressing on to repair the chasm in how he is perceived by his critics versus the way he wants to be perceived.

"Brand Turf"

One way to gain brand advantage is to do things differently from your competitors in a way that offers unique value. This can mean offering a different array of services or a combination of services with greater efficiency and greater turnaround time. If you can operate at a lower cost, then pass this savings on to your clients and customers.

Expert Quote

"I love helping people and businesses make money through creative use of technology and different approaches. I love changing lives and creating growth from nothing. I also love empowering entrepreneurs, showing them options and connecting them with the resources to get them moving in the right direction. I believe that work should be fun and exciting, and not all about money. When the focus shifts away from money, one can see the win-win situation more clearly, and the money will come."

--Yao Yao-Hui Huang, Expert in leveraging high-tech business opportunities in the US and in Asia

PR Tip

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Featured Expert

Yao-Hui Huang | Expert in leveraging high-tech business opportunities in the US and in Asia

Yao-Hui Huang is a highly entrepreneurial executive who works with businesses and startups in all industry segments, helping them to grow their organizations in a market-smart and cost-effective way. Yao currently owns and oversees three of her own companies: Gigapixel Creative, Inc., a web design and development firm focusing on dot com startups, and The Hatchery, a venture collaboration organization. The Hatchery provides a unique forum for innovators to interact with a wide range of investors, present their plans, receive expert feedback, bring in strong leadership, and pave the way for them to receive angel and institutional funding. The Hatchery brings together technology entrepreneurs; angel and venture capital investors; academia; technology and industry executives; state and professional services providers - all groups who share a commitment to the notion that innovation-based entrepreneurs are key economic drivers in today's highly competitive global economy.



Yao supports children in third world countries working with a nonprofit, Give Children a Choice, that builds preschools and expands healthcare and immunization. Yao is also an active member of the Juvenile Diabetes Research Foundation. She is a frequent lecturer within the Asian community, building confidence in Asian women, helping them to attain corporate leadership roles and/or start their own businesses. Yao is a graduate of Rutgers University with a Doctor of Pharmacy degree, and speaks fluent Chinese.

American Venture Magazine - "If one person can single-handedly change the climate of VC tech funding in New York City, the best candidate for the task might be Dr. Yao-Hui Huang, or as she is called in her office, Dr. Business."

Featured Media Outlet



Spotlight on: Entrepreneur by Manny Frishberg

Spurred by the rise of high-tech in the late-'80s, the Entrepreneur has largely supplanted the Organization Man as the hero of the modern American business story. The image of the entrepreneur is a modern-day swashbuckler - unafraid to risk it all for success and driven by an ambition to captain their own ship of fate.

Along with talents for leadership, management and team building, they require a high tolerance for risk, as most new businesses don't survive five years. Entrepreneur Magazine acts as both a resource and a cheerleader for fast-

don't send it either. From your website to your press kit, be very careful about any written collateral that you create for your business. Make certain that the content provides value to the reader and resonates with integrity--your brand message.

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growing start-ups and established small businesses alike.

For most of that time Rieva Lesonsky was at the magazine's helm. During her years as senior vice president and editorial director she made the magazine "a friend, advisor or consultant," not one, she said, that came across as saying "we're so smart, you're so dumb." In May she published a farewell column and in June Charlotte Jensen was promoted to executive editor of the magazine, with Amy C. Cosper becoming vice president and editor-in-chief.

Twelve times a year, Entrepreneur delivers about 150 pages (more editorial pages than any other small business magazine, according to Echo Media) of a mix of profiles and service-oriented features to an estimated 600,000 readers. Their audience is two-thirds male, on average just 41 years old, earning about \$73,500 a year.

In the last year, the magazine has scraped the barnacles off its hull with a subtle redesign. Geared toward a busy readership that demands information they can put to use on the fly, most articles in Entrepreneur occupy only a single page, which they share with bright, often light-hearted graphics that can take up between 25 to 75 percent of the space. Their cover story and one or two other features may run as much as three pages, seldom longer. What Entrepreneur lacks in depth, it makes up for in volume. Every issue contains regular sections devoted to Money, Technology, Insights and Strategies, each with four to 10 individual pieces, and brief features on topics from Women and Wheels to Doing Good and Travel.

In addition to linking to the magazine's content online, Entrepreneur.com provides a whole other publication's worth of features, including a pair of Expert columnists that respond to reader questions. They also offer a variety of email newsletters on specific subjects, slideshows and streaming videos, a searchable databases of suppliers and 25,000 downloadable legal forms.

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