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# Why is this book necessary now?

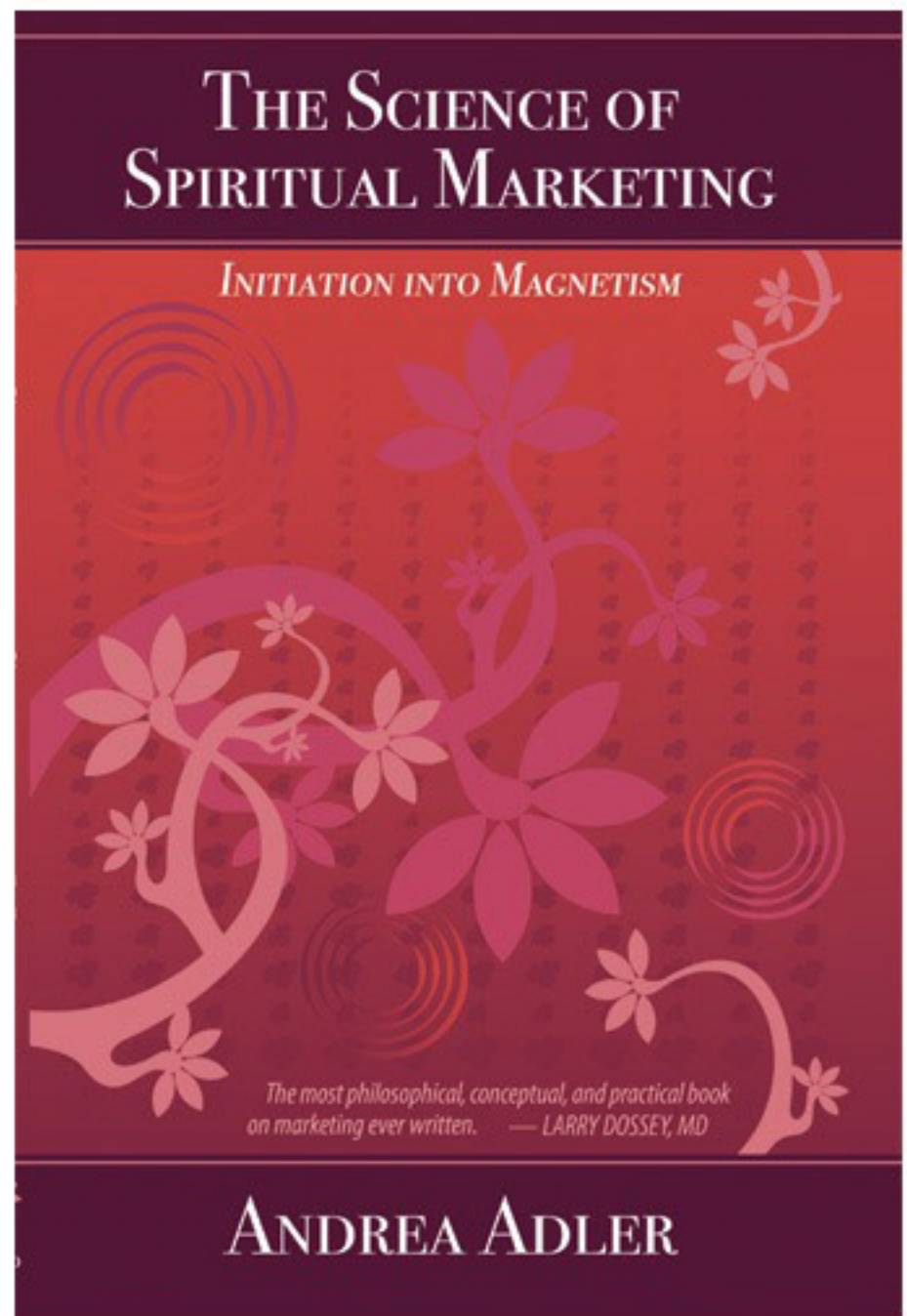
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There has never been a time in our history where an innovative, inspired approach to marketing has been more important. Understanding that intention and energy are behind every word and image we use in our materials and in our outreach makes a huge impact as to how we are perceived and whom we attract.

Andrea Adler's book takes you on an internal journey — gracefully introduces you to an external outreach — and transforms any marketing concept you may have had in the past.

*"The most philosophical, conceptual and practical book on marketing ever written."*

Larry Dossey, MD, author of  
*The Extraordinary Power of Ordinary Things.*



## **Andrea Adler**

is an international speaker, workshop presenter, and the author of three books on spiritual/holistic marketing. Andrea specializes in supporting entrepreneurs, small and large business owners, and students on the relevance of spirituality in the workplace. She *teaches* a practical philosophy of consciousness that demonstrates how to integrate spiritual practice and psychological self-inquiry into a concrete and fundamental transformation of people's lives and their businesses.

Andrea lives in Santa Fe, New Mexico.

[www.HolisticPR.com](http://www.HolisticPR.com)

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For individual copies of the book and to get more info: [www.HolisticPR.com](http://www.HolisticPR.com)

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Long held as the single most mystical part of business . . .

advertising and marketing are to most a component that is comprised with luck and guesswork, rather than a value-centered series of choices that will logically lead to an expanded practice, or a more abundant company.

Andrea Adler's book,

***The Science of Spiritual Marketing: Initiation into Magnetism***

removes the mystery and takes marketing  
to a new level  
of understanding and cohesiveness.

## More Praise

"If we are to create the great Shift in Transformation that is needed for our times, we will need to fully appreciate the spiritual dimensions of marketing. Andrea Adler's book does that for these times."

- James O'Dea, President, Institute of Noetic Sciences

"This wonderful book shows that spiritual life and material life can be partners, that accepting the ancient wisdom. Andrea Adler's experience, intelligence, and enthusiasm for what she writes leaps out and is contagious. The Science of Spiritual Marketing is challenging where it should be and in its practicality shows genuine compassion for all of us who want to succeed in the world and make it a better place at the same time".

- Richard Moss, MD author of *The Mandala of Being*

"The Science of Spiritual Marketing is not only inspiring, stimulating, insightful, profound, educative, and eminently practical with doable exercises and advice, but entertaining and fun to read. Andrea Adler presents marketing and business development as a spiritual experience, opening internal doors to brilliance. This is a book to read, hold, savor, and read again. It's a book to use for bibliomancy. This book is not written just for marketers; it applies to issues of aspiring entrepreneurs of all kinds."

"I LOVE this book."

- Betsy Robinson, Managing Editor, Spirituality & Health magazine

"As our business culture evolves from Capitalism 1.0 where self-interest trumps community interest to Capitalism 2.0 where self-interest and community interest are sustainably integrated, it needs to develop a new, more authentic voice. The Science of Spiritual Marketing is a roadmap for navigating this evolutionary journey."

- Joseph McCormick, Co-founder, Reuniting America."

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