

VI-D-18

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Rowan University's Graduate CEO of Castle Windows

By Masha Lavie

2011-03-15

Rowan University's Graduate Chris Cardillo CEO of Castle Windows Addresses the American Marketing Association

For Immediate Release:

(Englewood Cliffs, NJ March 15, 2011) Chris Cardillo, CEO of Castle Windows and alumni of Rowan University took time out of his schedule to give back to his alma mater. Cardillo spoke to Rowan University's American Marketing Association on current marketing strategies. Cardillo presented students with an overview of marketing techniques, ideas and concepts on how businesses can survive in today's economic climate.

During his lecture, Cardillo gave in depth commentary on marketing concepts, offering students some real examples on how Castle Windows markets to their consumers. Cardillo also discussed marketing strategies, concepts and theories that many companies consider trademark secrets in operating a successful business. Cardillo said, "I wanted to make sure that students see how new marketing methods are implemented and altered based on consumer response and demand, as a student from Rowan, it was important to me to make the presentation educational, accurate and unique."

"Chris is an exemplary alumni that utilized the knowledge he earned in the Rohrer college of Business to create a successful business. I am delighted that he opted to get involved and connected with his alma mater by sharing his business perspectives with our students," says Dean of Rowan's Business School, Dr. Niranjan Pati.

About Castle Windows: Castle Windows established over thirty years is a multi-million dollar New Jersey-based company operating in the North East and the Mid-Atlantic. Castle Windows is a Better Business Bureau Accredited company and continues a long history of energy efficient and environmentally friendly products offering a wide selection of top quality custom-made windows and doors. All windows are manufactured in within the USA. Castle Windows, www.castlewindows.com, offers an extensive selection of custom doors and windows and provides service to the entire Northeast. Residents can learn more about their selection of products by visiting their website at <http://www.castlethewindowpeople.com> or call 800-360-4400.

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For more information:

Keywords: Castle Windows,Chris Cardillo,Prana Marketing

Source: <http://www.Free-Press-Release.com/>

VI-D-18

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5/24/2011