



Cathie Black, President of Hearst Magazines, Discusses the Customer Focused Business Model on The CEO Show with Robert Reiss

Cathie Black, President of Hearst Magazines, speaks on the CEO Show with Robert Reiss, about leading her magazine publishing business to anticipate and satisfy emerging customer needs. Black tells Reiss how customer service is a top business priority. Reiss also talks with Black about her new book, "Basic Black: The Essential Guide for Getting Ahead at Work (and in Life)."

Ridgefield, CT, November 14, 2007 --(PR.com)-- Cathie Black, President of Hearst Magazines, speaks on the CEO Show with Robert Reiss about leading her print and online magazine publishing business to anticipate and satisfy emerging customer needs confronting leading publishers. Black tells Reiss how Hearst Magazines views the customer and explains the ways customer service is treated as a top business priority. She also talks about defining the customer in the global sense that focuses internally as well as externally.

Reiss then talks with Black about her new, value-packed book, "Basic Black: The Essential Guide for Getting Ahead at Work (and in Life)." In Reiss's words, "The book has serious practical content delivered with humor and style. Cathie Black's book covers an immense territory that helps people succeed in challenging business environments. It's about thinking ahead, making tough decisions, communicating clearly, and the wisdom of choosing risks. It's a terrific read that should travel with you on your next business trip."

Hearst Magazines is one of the world's largest publishers of monthly magazines, offering 19 U.S. titles, creating nearly 200 international editions. The U.S. part of the Corporation, headed by Cathie Black, reaches over 70 million adult readers through magazines such as Cosmopolitan, Esquire, Harper's BAZAAR, Good Housekeeping, O, The Oprah Magazine, Town & Country, Travel, and others. Outside of the U.S., Hearst Magazines are published in 36 languages and 53 countries.

The CEO Show with Robert Reiss will broadcast on Sunday, November 18, 2007 at 9 pm Eastern Standard Time.

For station guide, as well as podcasts of recent CEO Show interviews, go to: www.theceoshowonline.com

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Contact:

Robert Reiss 203 894 9400, robert@reissource.com

Background:

Hosted by customer service guru Robert Reiss, The CEO Show with Robert Reiss, is now available in 35 cities across the USA syndicated by the Business Talk Radio Network and by the Lifestyle Talk Radio Network. Broadcast markets include: Atlanta, Boston, Columbus, Greenwich, Long Island, Houston, Las Vegas, San Diego, Spokane and West Palm Beach.



To get a complete schedule of audio broadcasts, new show locations and to listen to audio rebroadcasts of recent guest interviews, go to: <http://www.theceoshowonline.com>

Contact: Robert Reiss 203 894 9400, robert@reissource.com



Contact Information:

Reissance, LLC

Robert Reiss

203-894-8655

robert@reissance.com

www.reissance.com

Cell phone: 203-894-9400

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