



The Soul of Enterprise: Business in the Knowledge Economy

Friday at 12 Noon Pacific

March 10th 2017: Interview with Strategy Expert Tim Williams

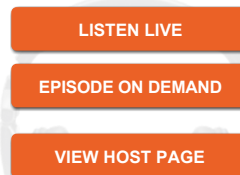
Back by popular demand, on Friday's show Ron and Ed will interview Tim Williams, a noted author, international speaker, and presenter for major advertising associations, agency networks, universities, and business conferences worldwide. Tim is author of the books, "Take a Stand for Your Brand: Building a Great Agency Brand from the Inside Out," ranked by Amazon as one of the top ten books on brand building; "Defining the Agency Brand," published by the American Association of Advertising Agencies is regarded as the standard in agency brand development; and his latest book is "Positioning for P

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Featured Guest



Tim Williams

Ignition was founded by industry veteran Tim Williams, a noted author and presenter for major industry associations and business conferences worldwide. As a career marketing professional, Tim's seminars and keynote presentations have taken him literally around the world, including North and South America, Europe, Asia, India, and Australia/New Zealand. Based on his expertise in building differentiated professional service brands, Tim has been interviewed and quoted by The New York Times, The Wall Street Journal, The Economist, National Public Radio (U.S.), The Guardian, Toronto Globe & Mail, National Post, Huffington Post, Bloomberg News, Advertising Age, Japan's Nikkei News, and other bus

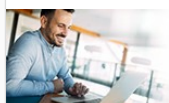
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