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From the Wires

P2R Associates Strengthens Management Team With Addition of Scott Russell

By: PR Newswire
 Oct. 28, 2008 08:01 AM

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LIVONIA, Mich., Oct. 28 /PRNewswire/ -- P2R Associates, a strategic public relations, business development and marketing firm, announced today that Scott K. Russell has been named Director, Account Services and Business Development.

As a key player in P2R Associates' growing marketing communications practice, Russell will be responsible for directing both the company's business development initiatives and integrated public relations and marketing communications efforts for clients in a range of industry sectors.

"Scott is a seasoned agency and corporate marketing professional," said Gordon Cole, president, P2R Associates. "He brings to the firm diverse experience in integrated strategic marketing and communications programs with special expertise in the automotive aftermarket and heavy duty truck segment."

Prior to joining P2R Associates, Russell held management positions with Federal-Mogul Corp., AutoLign Manufacturing, Magna International and several Detroit-area marketing communications firms. He earned a master's degree from the University of Detroit and a bachelor's degree in advertising from Michigan State University. Russell has won numerous national and regional business communication awards.

About P2R Associates

P2R Associates is a strategic public relations agency specializing in public relations, marketing communications and business development practice areas. Headquartered in Livonia, Mich., P2R serves a diverse mix of international, national and local companies in the automotive original equipment, supplier and aftermarket, technology, and professional service industries. P2R provides a variety of services including strategic planning, media relations, executive and industry positioning; media interview training, crisis communications, reputation management and event marketing. P2R provides clients with strategy driven tactics, superior service and measurable results. For more information, visit www.p2rassociates.com.

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By David Linthicum



You've always heard that you "get what you pay for," but that does not seem to be the case with the new cloud computing movement, specifically with Web APIs. Some of the best services out there don't need a credit card number, and I suspect that trend will continue until grea...

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By Maureen O'Gara



The Wall Street Journal – which has big ears on the ground – said that Yahoo and Google could walk away from their revenue-sharing pact by the middle of next week unless a miracle happens and they come to terms with the Justice Department. The Deal reported last week that the...

Ubuntu on the Cloud with Virtualization

By Linux News Desk

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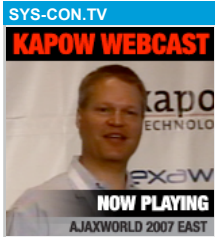


"How could the economic downturn impact on customers and the industry?" IBM's Steve Mills was asked this week. Mills, who is Senior Vice President and Group Executive of IBM's Software Group, was blunt: "There is more uncertainty at this time that most of us have experienced in o..."

Yahoo to Present at SYS-CON's Cloud Computing Conference & Expo, November 19-21, San Jose, CA

By Cloud Computing News Desk

Increasingly, a businesses competitive advantage is gained by processing large flows of raw data into insights. With a growth in both the volume of data and number of users, traditional tools for data analytics struggle to keep pace. Large Internet services such as Yahoo!, who fa...



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