

## **News Release**

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### **Sheldon Baker Contributes Article on Branding to *Natural Products Insider Magazine***

(Fresno, CA) October 11, 2010 – Sheldon Baker, co-founder and principal of Baker Dillon Group, specializing in nutraceutical and food industry brand marketing, public relations and advertising, contributed a by-line article entitled *Why Branding Is So Important to Natural Products Insider* magazine. The article (<http://www.naturalproductsinsider.com/articles/2010/09/why-branding-is-so-important.aspx>) appeared in the October 11, 2010 edition and covers brand implementation, definition and value.

Baker Dillon Group is a Total Involvement Marketing™ award-winning firm specializing in product and corporate branding, advertising, public relations, publicity, promotion, graphic design, collateral materials, Web site development, corporate events, and trade show promotion, as well as other elements to create successful corporate business strategies.

The agency meshes creative thinking and innovative implementation with recognized marketing techniques and professional guidance to transform companies and products into emerging brand experiences.

To learn more about Baker Dillon Group visit the Web site at [www.BakerDillon.com](http://www.BakerDillon.com) or contact Karena Dillon at 559.325.7191.

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