



May 2012 Update

Barnhill Marketing invites you to keep up to date with our newsletters

Looking forward to 2012!

*"Presume not that I am the thing I was."
William Shakespeare*

No one or no business can stand still and at Barnhill Marketing, 2012 will be a year of change.

We are starting with a new logo - showcased here, followed by a revamp of our website over the coming months.

Both of which will emphasize the re-focusing of Barnhill across three main business areas:

- High Growth Coaching
- Management Consultancy
- International Trade Advice

You can keep up to date with these changes on our website and in future newsletters.

Also Jeff Hardman from Barnhill on twitter at [@barnhill_jeff](https://twitter.com/barnhill_jeff)





Jeff Hardman spoke at Business North West 2012

The largest business exhibition in the North West took place on the 17th and 18th April, an essential event for business leaders and entrepreneurs.

Jeff spoke at the event on behalf of the [Chartered Institute of Marketing \(CIM\)](#) on the subject of "How to achieve an effective marketing mix"

Also on the first day Jeff in his role as a [Chartered Marketer](#), performed 10 1to1 sessions with other North West SMEs as part of the CIM marketing clinics.



What do Amman, Algiers and Amsterdam have in common?

You're probably wondering what sort of blog articles Jeff Hardman writes with a strange title like this. Apart from starting with the letter "A" – what do these three capital cities have in common and why have they been singled out? Well, in fact they represent three phases in Jeff's export career which began in 1977 and shows no sign of petering out even today in 2012.

[Read more of this and other articles...](#)

Some recent feedback on Jeff's Blog by [The Accidental Exporter](#):

"I really enjoyed this light-hearted but oh-so true blog [from Jeff Hardman at Barnhill Marketing](#). Jeff's blogs are a joy to read, not least because they are so free of jargon and pretentious twaddle."

