



## **Award Winning Firm Captures American Marketing Association Honors For Multicultural Campaign**

Scottsdale, AZ ([PRWEB](#)) May 30, 2007 – With 200 peers in attendance, Corcoran Associates was honored with a Spectrum Award during the American Marketing Association (AMA) annual dinner held Wednesday, May 16<sup>th</sup> at the Hotel Valley Ho in Scottsdale. “This award is a tribute to our global logistics clients and our talented public relations group that can read their minds,” remarks Gerald F. Corcoran, Managing Partner with Corcoran Associates. “Although it seems like yesterday, we opened the firm’s doors 22 years ago and have been fortunate enough to assemble the best visionaries. They know how to leverage today’s technology and design for our most traditional, multicultural clients working in 65 countries and covering 7 continents.”

The American Marketing Association Phoenix Chapter is a professional association for individuals and organizations involved in the practice, teaching, and study of marketing. In support of their mission, they sponsor the Spectrum Awards annually to recognize and celebrate the results of today’s top marketing professionals.

“In the spirit of the AMA Phoenix mission, we are honored to receive this award and for the multicultural campaign that has expanded global agreements, generated publicity, and improved tier one capture rates for our global client,” states Kelly Isley, Partner with Corcoran Associates. “We have always believed that words which drive measurable results and revenue are very powerful.”

### **About AMA Phoenix**

Established in 1958, the Phoenix Chapter of the American Marketing Association has 300 active members. AMA Phoenix provides ongoing professional development services, members only programs and networking events to a diverse mix of marketing professionals.

For more information about the chapter, please visit their web site at: [www.amaphoenix.org](http://www.amaphoenix.org).

### **About AMA**

The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For over six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession.

To learn more about this global organization, please visit their web site at: [www.marketingpower.com](http://www.marketingpower.com)

### **About Corcoran Associates**

Corcoran Associates is a firm of business advisors and public relations experts with offices in North America and Europe. The firm provides business management and public relations guidance to a broad range of domestic and international clients that include global 2000 companies, medium sized businesses, and government organizations. Corcoran Associates' partnership of 22 years is a certified veteran owned, woman owned business that has joined the GSA Schedule with the Award of Contract GS-10F-0017R.

To learn more about Corcoran Associates, please visit their website at: [www.corcoranassoc.biz](http://www.corcoranassoc.biz)

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