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**Cornerstone Specialty Wood Products, LLC Featured  
In Newly Released Guerrilla Marketing Book**

**Cincinnati, OH, August 19, 2008** – Cornerstone Specialty Wood Products, LLC takes center stage in chapter 25 of the newly released book, *Guerrilla Marketing On The Front Lines: 35 World-Class Strategies To Send Your Profits Soaring*.

Mitch Meyerson and the founder of Guerrilla Marketing, Jay Conrad Levinson launched this book by selecting chapters submitted by marketing professionals from around the world. Debbie Newhouse submitted her work with Cornerstone Specialty Wood Products regarding their ResinDek® mezzanine flooring panel promotions and was selected to be included in this new release that brings marketing work from the front lines.

Chapter 25 provides coaching for generating effective direct mail pieces and reflects upon past ResinDek® promotions that highlight the quality of the product while making it interesting in a non-traditional manner.

More information regarding Cornerstone Specialty Wood Products can be found at [www.resindek.com](http://www.resindek.com) and details for the book can be found at [www.NSMktg.com](http://www.NSMktg.com). The book is available at Barnes & Noble and Amazon.com.

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