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## **InMarket Partners Tapped for Promotion of New Insurance Book *Spreading the Risks* by Jack Bogardus with Robert Moore**

Valley Forge, PA - March 3, 2003 - InMarket Partners, LLC announced today its newest client *Spreading the Risks: Insuring the American Experience*, the just-published, hard-cover book by former Alexander & Alexander CEO, John A. Bogardus, Jr. with Robert H. Moore. InMarket Partners has been retained to work in association with NYC insurance consultant, Nancy Oblinger to launch the First Edition of the new non-fiction work on the history of insurance in America.

According to industry consultant, Nancy Oblinger, "Jack Bogardus' book is a masterful story of how insurance evolved in this country and includes a detailed and well-researched background on the early days of insuring risk right up to the events of September 11. Jack's unique perspective as a career executive and former CEO of Alexander & Alexander [now part of AON] is the most complete documentation of the emergence and evolution of the brokerage system in the United States, to date."

InMarket Partners' managing partner, Reg Pierce added, "Our firm was invited to join the promotional effort based on our focus on insurance communication and our track record for developing professional websites for insurance entities. We have worked with Nancy [Oblinger] over the past six years and are charged with developing a website for the *Spreading the Risks* book. This is an interesting assignment for our creative designer, Leigh Maida, and programmer, Al Andrew, who have produced dozens of insurance websites, but up to this point, have never tackled a book promotion. We all look forward to introducing *Spreading the Risks*."

The book launch for *Spreading the Risks* is scheduled for late March. The book will target a readership that includes general business readers, as well as senior insurance executives, agents, brokers, scholars, risk managers and industry service providers. The new website will provide authors biographies, excerpts from the book, reviews and the ability to order copies online. To learn more about the book and how to order copies, watch for the website launch during the last week of March at [www.spreadingtherisks.com](http://www.spreadingtherisks.com).

InMarket Partners, LLC is a full-service, independent marketing communications firm exclusively serving the insurance industry. Located in Valley Forge, PA, the company serves MGA's, insurers, brokers, healthcare organizations, loss control specialists and other industry service providers.

Visit the firm online at: [www.inmarketpartners.com](http://www.inmarketpartners.com).

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