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MEGAN BEATIE LAUNCHES NEW BOOK PR AND MARKETING COMPANY

Megan Beatie Communications (MBC)

February 6, 2015: Megan Beatie, a veteran publicist with nearly two decades of experience in publishing, has founded a new boutique book publicity and marketing agency: Megan Beatie Communications (MBC).

Beatie was previously Vice President and Director of Publicity at Goldberg McDuffie Communications, where she worked for seventeen years. Beatie's experience encompasses an expansive range of genres: from literary fiction, mysteries and thrillers, young adult novels and children's picture books, to pop culture, health, relationships, lifestyle, memoir, religion, and business books. Campaigns she has designed and executed are as diverse as *Tennessee Williams* by John Lahr and *The End of Illness* by Dr. David Agus, to *My Horizontal Life* by Chelsea Handler and *He's Just Not That Into You* by Greg Behrendt and Liz Tuccillo. She's championed the books of many high-profile authors such as Neil Gaiman, Dr. Richard Besser, Denise Austin, Scott Adams, Alexandra Fuller, and Cherie Blair.

MBC focuses efforts on a small number of projects so as to provide a personal and very customized approach to each book and author, while remaining flexible, nimble and quick to react – a hallmark of Beatie's throughout her career. MBC's mission is to deliver excellent results to clients by designing and executing media campaigns from the ground up—and being actively engaged with authors and their publishers from the early pre-publication stages to long past publication date. Based in her native Los Angeles, Beatie also offers local authors face-to-face consultation and expertise that is normally associated with the East Coast.

While at Goldberg McDuffie, in addition to her extensive work on adult fiction and non-fiction, Megan Beatie developed an expertise in children's and young adult literature by building the brands of many established and up-and-coming authors, including Cornelia Funke, Melissa de la Cruz, Melissa Marr, Lauren Oliver, Alexandra Monir, Lauren Miller, Susan Ee, Soman Chainani, Tony Abbott, Loren Long, and Jon Agee. She was also a driving force in the company's digital division, helping to integrate digital marketing strategy into the company's projects. Beatie will continue to work with Goldberg McDuffie on some select projects under the GMC brand.

"I'm delighted for Megan, who has what it takes to be a terrific entrepreneur," says Lynn Goldberg, CEO of Goldberg McDuffie Communications. "Her strategic thinking, passion, vision, and determination to embrace 'the new' are a boon to her clients and will serve to create the foundation of what will surely be a successful new venture."

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Visit the company's website, meganbeatie.com and follow MBC on Twitter: @mbeatie.

