

**2002-11-26, Kennette Reed & Associates** - "How To" Interior Landscape Book Just Released on CD and Cassette Kennette Reed & Associates today announced the release of the cd and cassette versions of their highly-acclaimed book, "How to Break Into the Interior Landscape Business".FOR IMMEDIATE RELEASE

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"How To" Interior Landscape Book  
Just Released on CD and Cassette

San Leandro, Calif. – November 24, 2002 – Kennette Reed & Associates today announced the release of the cd and cassette versions of their highly-acclaimed book, "How to Break Into the Interior Landscape Business".

"How to Break Into the Interior Landscape Business" is written by a 14-year industry veteran, details the world of interior landscape (interiorscape) for newcomers, and includes interviews with industry professionals.

"We've had many requests for a portable version of this book. So, I finally gave in", Kennette Reed, founder of Kennette Reed & Associates said. "This interior landscape book is an information resource for horticulture students, career changers, or others considering the landscape industry. The cd and tape work well for those on the go."

"How to Break Into the Interior Landscape Business" also works as a recruitment tool for interiorscape businesses and industry associations. It dispels the myths about what it takes to be a successful interior landscape professional.

Kennette Reed & Associates is located in San Leandro, CA, and assists companies to improve profitability through improved customer service and retention. For additional information about company services, and additional products, visit the company website [www.kennettereed.com](http://www.kennettereed.com) or phone (510) 888-9950. Reed's latest book, "Everything You Need To Know About Customer Service", will be released next year.