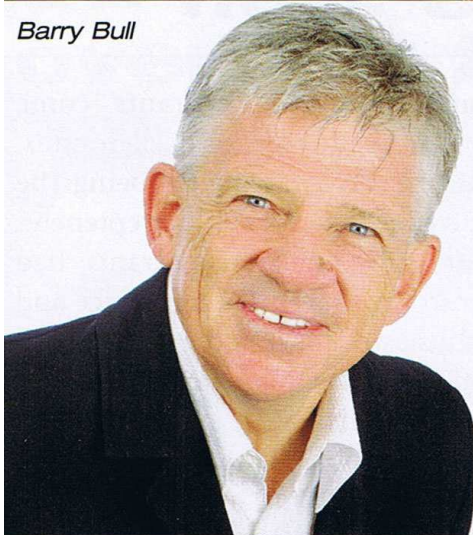


Barry Bull



BARRY HITS THE BULLSEYE

How would you use 25 years experience in the music business, marketing music, retailing, performing and being on a first-name basis with many of music's most coveted stars?

If your name is Barry Bull, you turn to writing books – and not books about your time in the business but keen marketing and business books that apply lessons learned from the rough-and-tumble of the music industry.

In developing his business books, Barry Bull is applying the very principles of marketing and brand building he is describing. These are the same principles that turned a relatively small Brisbane retail shop, Toombul Music, into one of the most influential stores in the country.

Lately, Mr Bull has also put his lessons into practice with his new home cinema and integrated electronics services company, Electronic Interiors, a division of Toombul Music. This month, in association with Sunshine Coast builder Smart Choice Homes, the company is opening Queensland's first 'intelligent' home at Lake Kawana.

Mr Bull's primary message is "Be good. Be better. Be the best." This is what he calls his Bullseye Principle for targeting business.

Along the way, in this entertaining and intriguing book, he espouses ways forward in business using signposts he calls his Bullisms.

Business Acumen magazine, in association with Barry Bull, is offering a signed copy of *The Bullseye Principle*, published by Pan Macmillan, to each new subscriber and re-subscriber in February 2007 (see current Allan Pease book offer page 95). The book will retail for \$32.95 and represents good business value for money. ■