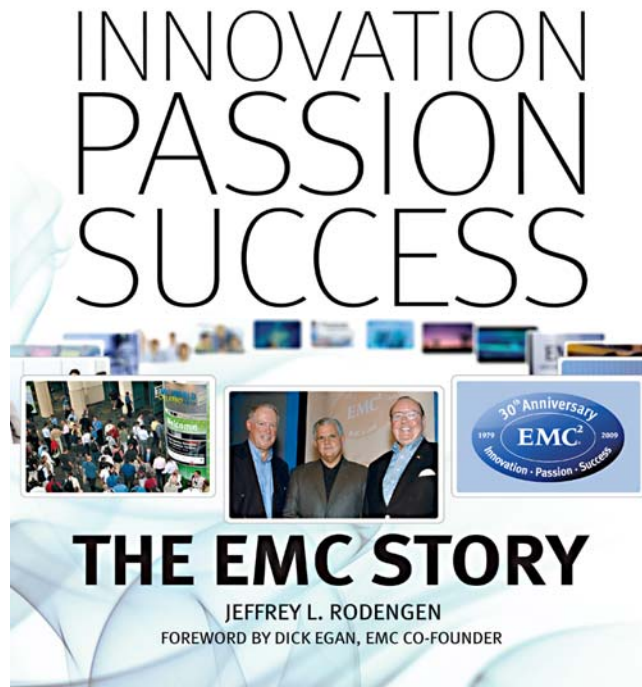


For Immediate Release



Write Stuff Enterprises announces the publication of
Innovation, Passion, Success: The EMC Story

January 2011, Fort Lauderdale, FL—Write Stuff Enterprises proudly announces the release of *Innovation, Passion, Success: The EMC Story*, by Jeffrey L. Rodengen.

Founded by Richard J. “Dick” Egan and Roger Marino in 1979, EMC has long been considered the leader in managing the staggering volume of information that drives business in the 21st century. Since its inception, EMC has developed breakthrough information storage, management, and protection technology, while maintaining a uniquely knowledgeable sales force and a passionate focus on customer satisfaction.

As early as 1996, EMC began perfecting its ability to remotely store data. With the amount of digital information created annually expected to grow nearly 45-fold by 2020, the

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ability to efficiently access and safeguard data is an absolute priority in the modern global economy. The Internet has transformed business, allowing near-instantaneous access to limitless information, and for more than 30 years EMC has helped companies and organizations of every size to organize, store, and manipulate the vital information they need to survive in a volatile and competitive worldwide marketplace.

A truly global Fortune® 200 company, EMC has more than 45,000 employees and a significant presence in more than 80 countries. People have always been the driving force at EMC, and the company has consistently been ranked as one of the best companies to work for. Discover the dramatic legacy of the people who revolutionized information in *Innovation, Passion, Success: The EMC Story*.

Innovation, Passion, Success: The EMC Story is now available at fine booksellers nationwide for \$39.95 or directly from the publisher, Write Stuff Enterprises, at 1-800-900-Book (2665) toll free or (954) 462-6657. For additional titles, visit us on the Web at www.writestuffbooks.com.

Write Stuff Enterprises, based in Fort Lauderdale, FL, is the world's leading publisher of works on the evolution of industry and technology. Our mission is to bring to life, in full-color coffee-table-style books, the compelling stories of the great corporations, associations, and institutions that have revolutionized the world around us.

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