

Essvale is seeking partners to extend their Bizle Brand

Submitted by: Essvale Corporation Limited

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Essvale Corporation Limited, [<http://www.essvale.com>], a consulting, training and publishing firm based in London, United Kingdom is seeking partners worldwide to extend their Bizle brand. Essvale is the publisher of the hugely successful Bizle Professional Series of books that address the knowledge gap between IT and business across industry sectors such as financial services, pharmaceuticals and telecommunications. The Bizle Professional Series is the first of its kind in the world and the titles are produced in both paperback and electronic formats.

The popularity of these books has been integral to the establishment of the Bizle brand. They are sold to customers in over 35 countries in Europe, North America, Asia-Pacific, the Middle East and Africa and the bibliographic data on the books published to subscribers in over 110 countries. These books are fast gaining a reputation as the industry standard for books on the alignment of IT with business.

The latest instalment in the series "Business Knowledge for IT in Insurance" was released on the 24th of April 2009.

According to the spokesperson for the company, "The Bizle brand represents the model approach to brand extension. This brand stands for excellence, quality, vision and innovation. The brand can be extended to any product that is related to fostering education, especially in the alignment of IT with business."

Essvale are seeking partners that are interested in using the Bizle brand to create the following products and services on royalty basis that will promote the alignment of IT with business and adopt the "business knowledge for IT" concept:

- E-learning tools such as Computer based training(CBT) tools;
- Training materials;
- Conferences;
- Training sessions;
- Magazine;
- Boot camps;
- Certification programmes;
- Software.

They are also seeking an operator for their online portal, [<http://www.bizle.biz>], dedicated to the alignment of IT and business that will incorporate features such as a job board, industry news and a forum for discussion of issues related to the alignment of IT and business. Their vision is to establish a social networking platform for IT and business professionals as well as students to interact.

The spokesperson for the company also asserts that the company has a great vision for leveraging the Bizle brand equity and that the brand has a huge global potential.

For further information on the Bizle brand and to inquire about a potential partnership arrangement, interested parties should please contact Essvale Corporation Ltd. on info@essvale.com.

