

Long Island Business News

Sep. 27 - Oct. 03, 2002



Partner THE PULSE OF LONG ISLAND BUSINESS



Vol. 49 No. 41

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Marketing

Blankman, Edson join forces

The Blankman Group, a Garden City-based public relations and marketing agency, has formed an alliance with Jericho-based Andrew Edson & Associates Inc.

The two firms said they signed a "preferred partnership" agreement through which they would market their services together.

Both firms remain independent, but "will cooperate closely in providing expanded services," said Howard Blankman, founder and CEO of The Blankman Group.

"This is a natural for us," said Blankman, who founded his firm 34 years ago. "They don't do what we do, and we don't do what they do, so the move is synergistic."

He noted that clients of The Blankman Group would have improved access to the New York City and global financial community.

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