

Deitel & Associates Launches Online Lead Generation Resource Center

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Category: [IT, New Media & Software](#)

Press release from: [Deitel & Associates, Inc.](#)

Maynard, MA, October 30, 2007—Deitel & Associates has released its new Online Lead Generation Resource Center—an extensive set of resources that help businesses and organizations connect with potential customers using lead generation tools and strategies. "The Internet and the web are making it easier than ever to generate new business leads," said Abbey Deitel, President of Deitel and Associates. "Many businesses are setting up affiliate programs that pay web publishers for each new lead they generate. Another great way to generate leads is through social networking sites such as Facebook, MySpace and LinkedIn. Our Resource Center introduces you to the various lead generation techniques, companies, strategies and more for both online and offline lead generation."

The Online Lead Generation Resource Center, available at www.deitel.com/OnlineLeadGeneration/, includes links to lead generation tools, articles, blogs, business models, affiliate networks and lead generators. It also includes eBooks and white papers from experts in the field that discuss online lead generation strategies, programs, monetization and more.

For further information about Deitel & Associates, the Online Lead Generation Resource Center, or other Deitel Resource Centers, contact Abbey Deitel or visit www.deitel.com/resourcecenters.html.

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About Deitel & Associates, Inc.:

Deitel & Associates, Inc., is an internationally recognized corporate training and content-creation organization specializing in computer programming languages, Internet and World Wide Web software technology, object technology education and Internet business development through its Web 2.0 Internet Business Initiative. The company provides instructor-led courses on major programming languages and platforms, including Java, C++, C, C#, Visual C++, Visual Basic, XML, object technology and Internet and web programming. Deitel's clients include many of the world's largest companies, government agencies, branches of the military, and academic institutions. Through its 31-year publishing partnership with Prentice Hall, Deitel publishes leading-edge programming textbooks, professional books, interactive multimedia Cyber Classrooms, web-based training courses, video courses and e-content.

[You can find this press release here](#)