**Catalyst reveals customer loyalty secrets in new business best-seller**

**Rochester, NY, date** – Catalyst was chosen to provide a full chapter for the new international best-selling book, [Customer Loyalty](http://www.amazon.com/Customer-Loyalty-Justin-Sachs/dp/1628650028/ref%3Dtmm_pap_title_0), by Justin Sachs, CEO of Motivational Press. Titled “Principles of Effective Loyalty Programs,” the chapter, authored by Executive Creative Director Ken Fitzgerald, details a proven strategy to find and keep more of a brand’s most valuable customers.

