



CBT News Releases Car Biz Today Magazine

CBTNews.com releases its first edition of Car Biz Today Magazine.

Atlanta, Ga. ([PRWEB](#)) January 03, 2014 -- [CBT News](#), the official news source of the retail automotive industry, recently launched its premiere issue of Car Biz Today. The magazine complements the CBTNews.com website and daily newscast, dedicated to bringing the latest news and education to dealership personnel.

Published six times a year, Car Biz Today features content from experts in their field, covering topics like sales, marketing, social media, f & I, fixed ops, digital and more. The premiere issue includes articles from 10 contributors, featuring pieces like “Redefining Performance Expectations,” by leadership training guru Dave Anderson, and “The 5 Step Sales Process” by The New York Times best-selling author Grant Cardone.

“The creation of Car Biz Today was the natural next step in providing a spectrum of ways to reach our target audience,” says Jim Fitzpatrick, CEO and Founder of the CBT News organization.

According to Fitzpatrick, one of the goals of the magazine is to cross-promote the CBT News website and newscast that launched in 2012. With articles, tips, and training videos, the website has proven to be a valuable resource for the 73,000 dealership personnel who subscribe. The centerpiece of the website is a daily newscast, with award-winning news anchors Bridget Everett and Russell Brown reporting the latest news. Dale Pollak of vAuto, Craig Monaghan of Asbury Automotive, and David Westcott, chairman of the NADA are a few of the industry leaders who have been featured on the newscast with exclusive interviews.

The magazine currently reaches over 17,000 franchised new car dealers throughout North America, and is expected to double its subscription base in 2014.

“With the current uptick in the automotive industry, we feel we’re providing even more ways to help move the needle, and our readers and advertisers are getting on board in a big way,” says Fitzpatrick.

To subscribe to Car Biz Today or CBT News daily email updates, go to cbtnews.com



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Online Web 2.0 Version

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