

Leeds Press Corp Announces: J. Alexander Martin's New Book Consult to Conquer: The Client-First Strategy

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/EINPresswire.com/ -- [Consult to Conquer](#) reveals how a

consultative approach—rooted in deep listening, authentic engagement, and tailored solutions—can transform businesses from fledgling startups into powerhouse brands. J.

Alexander and Reuben Wanjala offer Practical insights on how to Attract and retain loyal

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Reuben Wanjala

customers through authentic connections, forging strategic partnerships that drive long-term growth, how to use data-driven insights to create personalized products and services, and lastly scaling businesses while preserving the personal touch that makes them unique.

Meet J. Alexander Martin

J. Alexander Martin's journey from the streets of Queens, New York, to global success as the co-founder of the iconic brand FUBU (For Us By Us) is nothing short of inspiring. His passion for fashion, developed during his youth in an era when urban style defined culture, propelled him to

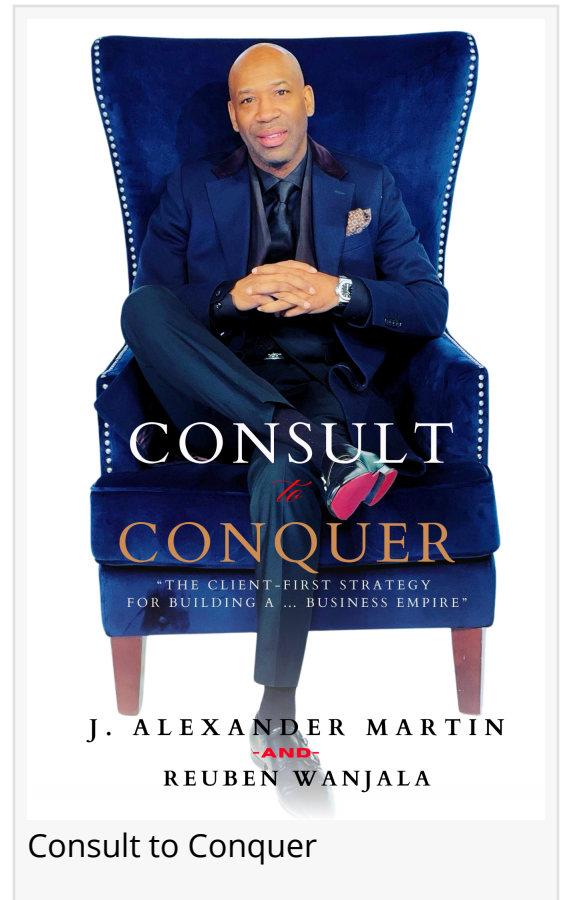
entrepreneurial greatness. Martin's path began with service in the United States Navy during Operation Desert Storm before attending the Fashion Institute of Technology (FIT). With a vision to create a brand reflective of urban lifestyle and the evolving music scene, he co-founded FUBU, a company that revolutionized the fashion industry and became a cultural powerhouse. Under his leadership as co-founder and Vice President, FUBU grew into a global phenomenon with over \$6 billion in worldwide sales. The brand's success was amplified by endorsements from major artists like LL Cool J and TLC and by its seamless integration of music, urban life, and fashion.

Beyond FUBU, J. Alexander Martin continues to make waves in business and media as: President of the New York State Black Chamber of Commerce

CEO of the FUBU Television Network, offering fashion, beauty, and sports programming on platforms like Dish Network, Verizon, Apple TV, and Amazon Prime. Martin's achievements include numerous awards and accolades, including: Entrepreneur of the Year by Ernst & Young

(2003), Crain's 40 Under 40 (2002), Essence Achievement Award for the FUBU Collection (2004), Fashion Icon of the Year Award by Rev. Jesse Jackson and the Rainbow PUSH Coalition (2016)

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