



Dick Martin

Dick Martin was executive VP of PR, employee communications, and brand management for AT&T from 1997 to 2002, capping a 32-year career with the company. Since then, he has written four books: "Tough Calls: AT&T and Hard Lessons Learned in the Telecom Wars," "Rebuilding Brand America," "Secrets of the Marketing Masters," and, most recently, "OtherWise: The Wisdom You Need to Succeed in a Diverse and Divisive World." Martin writes the "Beyond Buzz" column for *TCB Review*.