

SAN DIEGO, CA -July 24, 2006- The eMarketing Talk Show hosted Joe Witte, Vice President of CentricSource to discuss the hot topic of offshore outsourcing and globalization and how it's affecting internet marketing. Brooke Schumacher, a co-host of the eMarketing Talk Show wasted no time to address a pressing question on everyone's mind, "how is offshore outsourcing affecting U.S. jobs?" Witte noted that today's unemployment rate is actually lower than it was in 1996, even though tens of billions of dollars of IT and manufacturing work has moved to such countries as India and China.



"I know for a fact that by utilizing our offshore web design services, we have helped companies generate business that has led to additional U.S. employment. Outsourcing certain aspects of your business allows you to increase profitability, focus on core competencies and expand your service offerings. All of these factors help businesses grow, which in turn powers the U.S. economy."

Cindy Turrietta and Todd Sarouhan, co-hosts on the eMarketing Talk Show, were curious as to the challenges and benefits of offshore outsourcing. Witte stated that the key challenges are communication issues as a result of language barriers, culture and time differences, along with a poorly planned work flow process and potential legal pitfalls.

"Our company has managed to overcome many of these obstacles through the use of cutting edge communication tools, solid work flow procedures and quality assurance. The main benefit of offshore outsourcing is increased profitability as a result of cheaper labor. Additional benefits are expanded service offerings with minimal growth risk, freeing up U.S. man hours and resources, and increased customer sales/service. Additionally, we take a lot of the pain out of hiring new employees. All our clients have to do is provide us with the expertise they require and how many employees they need. We do the rest."

Sarouhan admitted that his company has benefited from CentricSource's services by hiring a dedicated SEO content writer for his travel site. "We are so impressed with Jenelle's (our writer) English. I was wary but ever since she's been trained on our requirements, she runs herself." Todd also mentioned that Jenelle's efforts have helped increase his website's traffic (www.GoVisitCostaRica.com) by 300%.

CentricSource provides offshore staff augmentation for companies that require dedicated web developers and designers, SEO specialists, content writers, graphic designers and customer support. www.CentricSource.com.

The eMarketing Talk Show has live shows every Friday from 4-5pm PST with Internet marketing industry experts at www.eMarketingTalkShow.com Listen to Joe's interview at <http://www.emarketingtalkshow.com/international/globalizationaffects.htm>

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