

Internet Marketing Firm Goes Mutual

Internet marketing firm Reciprocal Consulting, formerly known as Foreman & Pike experience name change in attempt to better illustrate company goals through new moniker.

Moorestown, New Jersey ([PRWeb](#)) April 12, 2008 -- Leading [Internet marketing firm](#), Foreman & Pike Consulting, has recently announced their name change. Following a split in partnership, John Pike, now owner, decided it significant to amend the title of the company. The chosen moniker is Reciprocal Consulting. Nevertheless, according to Pike, a change in name doesn't mean a change in personality or approach. They have simply refashioned their moniker to represent their concept and ideal of what an Internet marketing firm should stand for.

Reciprocal Consulting, as they are to be named, is a full service marketing company that purports to better their clients' public Internet search standings through search engine marketing. In order to achieve this, their preeminent goal is to establish themselves as the number one son of the public Google search for "Internet marketing firms."

The question is: What does the title reciprocal mean? And why did the company decide to choose Reciprocal Consulting as their new identity? The American Heritage Dictionary defines the word reciprocal as such: 1. Given or shown in return. 2. Experienced, done or felt by both sides - mutual.

When asked how and why he chose the name [Reciprocal Consulting](#), John Pike had this to say: "The word reciprocal means mutually beneficial, exactly what the business of marketing should be for both marketer and client. I chose reciprocal because I wanted our company's title to illustrate the concept of win-win."

And so, as of the month of April, Foreman & Pike will become Reciprocal Consulting, not only in name, but also in website identity; the website, changing from its current address to www.ReciprocalConsulting.com. It is yet to be seen whether or not their change in name will have any effect on the caliber of clientele they attract or the work that they do. But that, I suppose, is up to the client to decide.

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