

Pensions & Investments

Company helps hedge fund managers hone message

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Eric Brand and Kevin Kasper

Both communications specialists are principals of the Clifton, N.J.-based firm and work with all types of managers, although they have a hedge fund focus.

Hedge fund managers tend to be better at identifying market inefficiencies and creating alpha from them than they are at talking about themselves and selling their process to potential investors.

That's where Eric Brand and Kevin Kasper come in. The two have a combined 20 years' experience in marketing communications at money management firms, and last January they opened the doors of BK Communications Group Inc. to share their expertise.

January might have seemed an...

The whole story can be seen on page 4 of the December 14, 2009 print edition and online at the [P&I website](#). (Note that registration is free but required).