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Best-Selling Business Author Bob Prosen to Speak at Texas Tech's Rawls College of Business Chief Executives' Roundtable

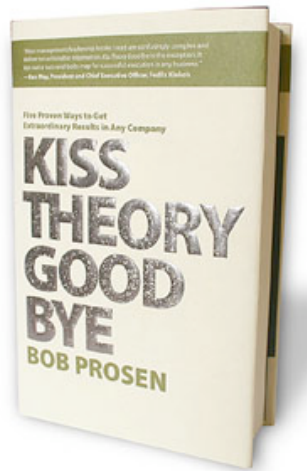
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 Bob Prosen - Leadership & Management Expert
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Best-Selling Business Author Bob Prosen to Speak at Texas Tech's Rawls College of Business Chief Executives' Roundtable

Lewisville, TX 75056

September 12 2007



Kiss Theory Good Bye

Dallas, TX, September 12, 2007 – Best-selling author and management consultant Bob Prosen will be the featured keynote speaker at the prestigious University of Texas Tech's Rawls College of Business Chief Executives Roundtable on September 13th.

"I'm very thrilled to be the keynote for this wonderful Texas Tech event," says Prosen.

Previous speakers include George Stephanopoulos and Brad Anderson, CEO of Best Buy.

Bob Prosen's award-winning business best-seller "Kiss Theory Good Bye" replaces management theory with battle proven tools and tactics MBAs can use immediately to rapidly improve bottom line results in any company.

Prosen's outstanding management book, Kiss Theory Good Bye, is a Book of the Year award winner, IPPY Silver award winner and was named Best Business Management Book by Best Book Awards 2006.

Bob Prosen spent 25 years as an executive with top global companies including AT&T, Sprint, Hitachi, NCR and Sabre. More of Bob's tips and tools can be found on his web site – www.bobprosen.com.

If your audience is interested in fresh, unfiltered discussion about what it takes to be a top performer at work and have a balanced personal life, contact Nettie Hartsock, Media Director – nettie@nettiehartsock.com or phone 512-396-1067 to schedule an interview.

"Most management/leadership books I read are confusingly complex and deliver no actionable information. Bob's book is the exception. It lays out a nuts-and-bolts map for successful execution in any business." — KEN MAY, President and Chief Executive Officer, FedEx Kinko's

"There have been many books on business leadership. However, Prosen takes the intangible and dissects it into a very precise recipe for success. I really enjoyed the comprehensive and no nonsense approach and, in fact, would make a great MBA text." - PETER THONIS, Senior Vice President, Verizon

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