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Press Release

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10.23.2006 - 09:52am ET

THE PROSEN CENTER
for Business AdvancementPress release from: [The Prosen Center for Business Advancement](#)**Business Book Gives Textbook Theory The Big Kiss Off And Continues To Garner Top Accolades****Kiss Theory Good Bye Awarded Best Business Management Book***(CSRwire)* Dallas, TX – Bob Prosen's outstanding management book *Kiss Theory Good Bye* has been awarded the **Best Business Management** book in the Best Book Awards 2006.

Recognizing that the business management world is inundated with books that only highlight theory and yet fail to give any actionable tactics, Bob Prosen penned a book focused solely on replacing *management theory* with battle proven tools and tactic to rapidly increase performance and results in any company.

"I am thrilled and humbled that my book has garnered this award and just as importantly that the book continues to affect so many readers. Receiving daily emails from business managers in such diverse arenas including universities and non-profits, and the outstanding Amazon reviews continue to inspire me, as I know that this book and its detailed step-by-step directions are continuing to help companies address how to truly achieve unprecedented bottom-line results," Prosen says.

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.kisstheorygoodbye.com and his blog – www.kisstheorygoodbye.com/blog.

Prosen's book truly closes the gap between the business plan and its ultimate achievement. He is also the CEO of the Prosen Center for Business Advancement where he teaches CEOs and talented business leaders on the rise the steps for executing outstanding results.

In a statement, Jeff Bowen, president and publisher of USABookNews.com, said this year's contest yielded an unprecedented number of over 1200 entries which were then narrowed down to 408 winners and finalists.

See www.usabooknews.com/bestbooksawards2006.html - for the full list of winners.

USABookNews.com - is an online publication providing coverage for books from mainstream and independent publishers to the world online community. USABN Magazine Online is the monthly electronic magazine e-mailed free to a large cross-section of the book buying public. Los Angeles based, JPX Media is the parent company of www.USAbooknews.com.

Kiss Theory Good Bye is available at all major bookstores as well as online at Amazon.com.

Testimonials:

"Bob's hit the nail square on the head! Nonprofit leaders (boards and staff) can truly move their missin forward by applying the principles he has compiled." – LINDA L. SCHOELKOPE, President, Junior Achievement of Dallas, Inc.

"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

"If any one of the five attributes is missing, you'll never reach peak performance – no matter what business you're in." – MAURA DONAHUE, Chairman, U.S. Chamber of Commerce

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