

Ten Ways to Kiss Theory Good Bye and Kiss Life Hello in 2007

The only business book needed in 2007 as an operating blueprint for profit and performance. Coming on the heels of his highly lauded book, "Kiss Theory Good Bye," author Bob Prosen offers these 10 essential insights for ensuring extraordinary bottom-line results and a company's long-term success in 2007.

Dallas, TX (PRWeb) December 19, 2006 -- Coming on the heels of his highly lauded book, "Kiss Theory Good Bye," author Bob Prosen offers these essential insights for ensuring extraordinary bottom-line results and a company's long-term success in 2007.

1. Delegate, don't abdicate.
2. Ask, "How may I help you win?"
3. Sentence all your profitable customers to "life."
4. Hire smart or work hard. It's your choice.
5. Do not put a cap on sales compensation.
6. Play as hard as you work.
7. Know that there's no such thing as too profitable.
8. Hire people who are smarter than you.
9. Know your unique selling proposition.
10. Don't major in minors.

Prosen's book replaces management theory with battle proven tools and tactics to rapidly increase performance and results in any company.

"I want 2007 to be the year that every executive no matter what the size of the company or institution understands that there is no such thing as too profitable and you can successfully combine leading with managing," says Prosen.

Bob Prosen's outstanding management book "Kiss Theory Good Bye" has been awarded the Best Business Management book in the Best Book Awards 2006.

"Kiss Theory Good Bye" was most recently the number one best-selling business management book on Amazon.

Prosen has also been tapped to kick off the 2007 Chief Executives Roundtable through Rawls College of Business at Texas Tech University on Sept. 12 and 13th.

Other notable speakers at hosted at the CER include Brad Anderson, CEO of Best Buy, Stan Sigman, Pres. and CEO of Cingular Wireless, and the commander of Operation "Just Cause," General Maxwell Thurman.

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.kisstheorygoodbye.com .

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

For a reviewers' copy of the book or contacting Bob Prosen for interview, please feel free to email Nettie

Hartsock, Media Director or phone 512-396-1067.

Testimonials:

"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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