

REVIEWS

Kiss Theory Good Bye – Five Proven Ways to Get Extraordinary Results in Any Company

By Bob Prosen

“There's a lot to this book, and Prosen's affirmative attitude permeates the text. His sincere enthusiasm for doing things the right way to achieve optimum success is energizing and inspirational without being trite or corny.”

—***Richard Patcher, Miami Herald***

“Mr. Prosen provides more than clues. He provides a battle plan that's focused on planning, achievable targets and execution.”

—***Jim Pawlak, Syndicated Columnist***

“Practical business advice for efficient, effective leadership practice. He may be plainspoken, but also shrewd. As an instructor, Prosen is demanding, and necessarily so. Headstrong, energetic and exacting—appropriately strong medicine for faltering businesses.”

—***Kirkus Discoveries***

“What is remarkable is how clearly he has laid out both pitfalls and best practices, offering solid, concrete paths to sustainable improvement. His language is simple. And his attitude is uncompromising. If you are up for the challenge, Bob Prosen is the man to help you. Keep his book on your desk.”

—***BookWire***

“Bob Prosen has the engineering mind to process a problem but the unique gift of a leader who's been in the trenches and knows the importance of distilling the facts down into manageable chunks. *Kiss Theory Good Bye* seeks to throw away all the junk that clouds traditional management thinking.”

—***Biz Book Talk***

“With the same genius that he used to turn around inherited, underperforming operations within some of the world's most prominent companies, Prosen delivers a straightforward, no-nonsense, battle proven guide to accelerate performance and profits in any organization.”

—***USABookNews.com***

“I found myself folding down the corners of many pages as I read this book, which is a good sign, of course. *Kiss Theory Good Bye* should be required reading for anyone entering the world of business...any business...and it should be on the shelf as a handy reference for the rest of us, no matter how many years of business experience you have.”

—**Joe Wilkert, Executive Publisher, John Wiley & Sons, Inc.**

“Bob Prosen has managed to put together an action-oriented how-to manual that will make anyone a better decision maker. It's a surprisingly compelling, readable volume (most books of this type are neither) with specific ideas and real-world examples of how a business leader can obtain results in virtually every area of an organization!”

—**Moses B. Altsech, Ph.D., BookReview.com**

“*Kiss Theory Good Bye* is about getting results. It is about replacing theory with proven tools, tactics, and answers that lead directly to bottom-line profitability. The information in this book is valuable to any decision maker, from the CEO to the frontline supervisor.”

—**Business Book Review**

“He provides advice to align an entire workforce to accomplish objectives at any level of business.”

—**Greater San Diego's Business Magazine**

“Kiss Theory Good Bye by kissing this book hello.”

—**Sales and Marketing Management**

“*Kiss Theory Good Bye* is an excellent way to keep your company dashboard upfront and center to ensure that you are responding quickly enough to the subtle corrections necessary to accelerate success.”

—**Business Strategies Magazine**

“Bob Prosen dispenses with management theories and nostrums, and focuses closely on the practical facts of business life. He provides a solid and straightforward handbook to remind managers of what is essential and what is not. Out of the 10,000 business books published every year, this one made it into our selection of the best ones. Congratulations!”

—**getAbstract, Business Summaries**

“Remarkably cohesive, comprehensive, and cost-effective action plan by which to achieve desired results, whatever they may be. His specific recommendations will be of substantial value to all organizations, regardless of size or nature.”

—**Robert Morris, Amazon Top 50 Reviewer**