



# Kiss Theory Good Bye

by Bob Prosen

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## The Book Consultants

### Would Love to Burn

Put down the textbooks - the definitive business "how to" is here

**FedEx Kinko's. Wells Fargo. Verizon. Chick-fil-A.**

Executives from these blue-chip companies have all read and raved about *Kiss Theory Good Bye*, Bob Prosen's award-winning corporate execution playbook that takes no prisoners.

Written for the layman, Prosen's no-nonsense approach eliminates the gap between planning and achieving the plan, giving step-by-step guidance and proven tools that work today.

Simply a must-read for any leader, *Kiss Theory Good Bye* is focused on operation and execution. Packed with concrete instructions, Prosen shows how to:

- \* **Achieve consistent results, quarter after quarter**
  - \* **Align your entire workforce to meet the organization's top objectives**
  - \* **Increase accountability; get the results you need**
  - \* **Attract and retain top talent**
  - \* **Reduce costs while increasing quality**
  - \* **React less and have more time to plan**
- And more!*

Whether you're a new manager or a seasoned leader, the CEO of a Fortune 500 company or a board member for a local not-for-profit, *Kiss Theory Good Bye* is about getting results that last. If you're truly ready to give the "big kiss-off" to theory, then this is the book for you!

#### CRITICAL ACCLAIM FOR KISS THEORY GOOD BYE!

- \* **Recently #1 in Amazon's best-selling business and investment category**
- \* **A USA Book News Best Books award winner, besting 1,200 other entries**
- \* **Cited by leading business blogs including Guy Kawasaki, John Moore, Diva Marketing, MakeitGreat & others**
- \* **A Silver Award Winner in the Business/Career/Sales Category for the Independent Publisher's IPPY Awards; Finalist in Foreword Magazine awards, Finalist Ethan Award and Benjamin Franklin Awards**

#### About the Author:

Bob Prosen has been delivering exceptional business results for more than 25 years, first as an successful agent of change at a variety of major and mid-sized U.S. corporations, and more recently as a consultant, educator and speaker working with leaders of organizations in business, government and not-for-profit arenas.

Prosen is president and CEO of The Prosen Center for Business Advancement and has been successfully teaching top business leaders from around the United States how to execute by applying his Five Attributes of Highly Profitable Companies.

His no nonsense approach gives leaders what they want most: Proven tools and tactics to immediately improve performance and profits. A native New Yorker, he earned a BS in engineering from Texas Tech University and an MBA at Georgia State University. In addition to his management training programs, he speaks nationally and internationally to a wide range of organizations and companies.

**Bob Prosen will be at this year's Book Expo America in NYC  
Booth 1641**