

FOR IMMEDIATE RELEASE



***Everybody's Business* by Dr. Marta Wilson Available October 9th**

September 2012 - TSI's new book, *Everybody's Business*, will be available in bookstores and electronic format on October 9th. Based on research and practice, it answers the question: How can leaders engage the total enterprise to boost quality, speed, savings and innovation?

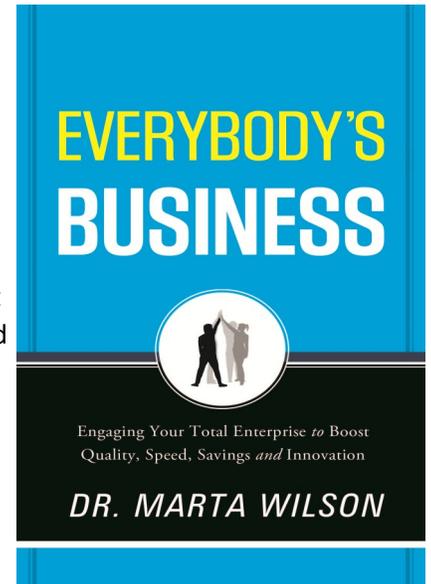
Reviewers are calling *Everybody's Business* "a must read for everyone in business" and "an outstanding primer on what really matters in complex organizations."

Industrial and organizational psychologist, Dr. Marta Wilson, and her team of experts at TSI show how leaders in small businesses, large corporations, government agencies, and military organizations have found their best options by asking this recurring question: What is the smallest step with the biggest return? Wilson believes in the power of asking questions and listening—to customers, employees, suppliers, investors—as the best way to improve performance. Leaders must initiate dialog to discover ideas from each stakeholder's unique vantage point.

The short "Ask Yourself" section in each chapter will jump-start readers' application of the seven dialogue tools she provides. Through stories and interviews, *Everybody's Business* delivers a big idea to help business leaders increase workplace productivity, efficiency, effectiveness, and responsiveness—resulting in long-term growth.

Guided by TSI's commitment to corporate social responsibility, TSI's first-year proceeds from *Everybody's Business* book sales will be donated to our strategically selected charities of choice that fight hunger, support veterans, advance STEM education and promote literacy.

For more information, please visit: TransformationSystems.com/EverybodysBusiness.html



About Transformation Systems, Inc.

TSI is a fast growth management systems engineering company of PhDs, possibility thinkers and business authors who help forward thinking military and civilian leaders within the Defense community achieve their extremely challenging goals in ways that are most efficient, effective and responsive. The TSI team has been recognized repeatedly for helping set historic records as part of the Defense community's counter-IED effort within the Joint MRAP Vehicle Program and by the Naval Sea Systems Command for facilitating successful technology transitions such as ERP. When leaders must improve enterprise performance without increasing their budgets, they call TSI for management systems engineering solutions that increase productivity and save money.

For more information about TSI, visit our website at www.transformationssystem.com

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