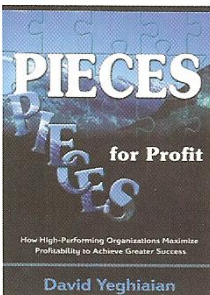


Book offers tips for maximizing profit



David Yeghiaian, president and owner of Unique Business Solutions, has written a new book, “Pieces for Profit,” which confronts two

widely accredited business theories.

Yeghiaian’s book describes how high-performing organizations can maximize profitability to achieve greater success. It also challenges the concepts of Net Promoter Score by Fred Reichheld, author of “The Ultimate Question,” and the premise of getting the right people on the bus, by Jim Collins, author of “Good to Great.”

In “Pieces for Profit,” Yeghiaian explains how research with hundreds of organizations and thousands of leaders helped create his business improvement process he calls Ask, Listen, Learn and Act. This newly trademarked process, performed with people and customers, provides the bookends surrounding an organization’s overall strategy. While Yeghiaian agrees with Collins’ assertion that it is important to have “the right people on the bus;” he advocates that organizations must determine what seats must be filled and that people be matched to the right roles, including the company culture and performance expectations.

Yeghiaian’s experience includes work with Fortune 500, nonprofit, >> government and private organizations in several industries.