



NEWS RELEASE

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FOR IMMEDIATE RELEASE

New Book Challenges Accepted Business Strategies

(Green Bay, Wis.) April 26, 2007 – 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 – describing how high-performing organizations can maximize profitability to achieve greater success – challenges the concepts of Net Promoter Score (NPS) 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 AL²ASM – Ask, Listen, Learn and Act. This newly trademarked process, performed with people and customers, provides the bookends surrounding an organization's overall strategy. A proactive process, "AL²A with Customers" incorporates qualitative and quantitative analysis, and creates a customer-specific action plan; whereas the reactive NPS only provides a score without a detailed action plan.

Yeghiaian agrees with Collins' assertion to have "the right people on the bus;" however, he further advocates that people first be matched to the right roles. Prior to determining the right people for the bus, *Pieces for Profit* contends organizations must first determine which seats are necessary to fill. "AL²A with People" is a process to measure people with their organizational fit for role, culture and performance.

Jason Jennings, author of three best-selling business books and named one of the three most requested speakers by USA TODAY, said, "I fell in love with this book. It will make you a better strategic thinker and... your ability to execute will dramatically improve."

Yeghiaian has demonstrated results on a global scale in a breadth of services such as organizational strategy, brand management, marketing, strategic planning, and acquisitions and integrations. His experience includes work with Fortune 500, nonprofit, government and private organizations in several industries.





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Yeghiaian launched Unique Business Solutions, a strategic business advising firm, to partner with clients on issues of strategy, people and customers to help them maximize their productivity and profitability. Services include Organizational Strategy, Strategic Market Positioning, and Acquisition and Integration assistance. For more information, visit www.strategypeoplecustomers.com or www.unique-solutionsinc.com.

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