



Media Release

April 25, 2007

Media Contact: Laure Cisler, (920) 434-1062 ext 305, laure@unique-solutionsinc.com

Business Owner's New Book is a Must-Read

Neenah - David Yeghiaian, president and owner of Unique Business Solutions, has written a new book, *Pieces for Profit* (WSN Publishing, April 2007). The book describes how high-performing organizations can maximize profitability to achieve greater success.

Based on years of research with hundreds of organizations and thousands of leaders, *Pieces for Profit* answers the question: How can organizations become more profitable and successful? The book focuses on three elements – strategy, people and customers – and portrays them together as a puzzle. Explaining how the puzzle pieces work interdependently, *Pieces for Profit* describes how strategy, people and customers fit together to benefit organizations.

“This is an insightful and understandable guide,” said Lou LeCalsey, President and CEO of Tufco Technologies, Inc. “Yeghiaian leads the reader through the considerations business leaders must master to create excellence in results.”

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.

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.

WSN Publishing has also published *7 Steps from Your Dreams to Your Destiny: The Average Person's Guide to Achieving DreamGoals* and *Coincidence or Godincidence: Stories of miracles, mysteries and hope* by Steve Rose.

For more information, visit www.strategypeoplecustomers.com or www.unique-solutionsinc.com.

####