

FOR IMMEDIATE RELEASE:

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Book's Name: Business Optimization—Six-Steps to a Sustained Performance Culture
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Fancy Having More Time to Think About Your Company's Future—Guaranteed!

Melbourne, Florida, USA, December 3, 2014—these promising words come from Dr. Greg Howes, an internationally recognized leading authority in business optimization and the author of the smash hit book, *"Business Optimization: Six Steps to a Sustained Performance Culture."*

Here are what a few business leaders have to say about the book.

"Dr. Howes' approach to business optimization provides a logical and accountable methodology to transition your organization to the desired future state."

James Shaw, Chairman, Health-First Inc.—Melbourne, FL.

"Every entrepreneur and businessperson will benefit from it."

Dr. George Dempsey, CEO, Corporate Psychology Inc.—Houston, TX.

"Business owners, entrepreneurs, and general managers often struggle to get their organizations to where they know it should be, but this doesn't have to be the case," says Dr. Howes, a business optimization expert in Melbourne, Florida, USA. "Every business leader is capable of having his or her team aligned toward the same vision and optimized for performance—but many don't because they are too busy dealing with the problems of the day and don't have time to think about how to take their business to where they know it should be!"

Dr. Howes is known for his ability to reduce confusion to a commonsense clarity and gives us how-tos for:

- Optimizing top-line and bottom-line performance.
- Creating a team aligned, top-to-bottom, toward the same vision and optimized for performance.
- Preventing hard-chargers from optimizing on their individual areas and focusing on internal competitions.
- Focusing the management team on creating a healthy organization and maintaining a strong performance ethos for their staff and employees.
- Creating and sustaining a performance culture.
- Achieving the time to think about the future, instead of just dealing with the problems of the day.
- Taking your organizations to where you know it should be!

In his NEW BOOK, Dr. Howes provides a clear and concise roadmap with practical and doable step-by-step guidance on how to get your business to where you know it should be!

Dr. Howes is the President of Treaty Consulting Group. He is a practitioner, educator, author, and scholar of business and management who is dedicated to helping individuals enrich their lives and organizations optimize their performance.

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