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CONTACT: Shelby Sledge (512) 478-2028 ext. 227

## By **THE BOOK: How nice guys finish first**

*Author, leadership expert outlines key principles for prosperity and harmony in business*

**LOS ANGELES, Calif.** – Traditional thinking about business practices point to a “dog-eat-dog” mentality. While sometimes effective, these methods often alienate employees, create a tense atmosphere and can destroy a team-oriented mindset, hindering productivity. Leaders looking to stop these destructive patterns in today’s business world are throwing the book – well, the “Good Book” – at overly aggressive management practices.

Peak performance adviser and leadership expert Dave Anderson says you don’t have to run business with an iron hand to be effective and successful in the marketplace. Instead, turn to the Bible for guidance. His new book, *How to Run Your Business by THE BOOK: A Biblical Blueprint to Bless Your Business* (Wiley, August 2009, ISBN 978-0-470-49642-8, \$24.95), offers a map to navigate the potential pitfalls of poor leadership by creating a link between the time-tested teachings of the Bible and sound business practices. Anderson offers a different take on management: one designed to replenish and boost morale, develop a communal sense of accountability and focuses on success beneficial to the entire organization.

“Managers serve people by setting clear expectations for them, giving them honest feedback, training them, holding them accountable and offering them increased latitude, discretion and opportunities,” says Anderson, an associate trainer to Russia and Iran for John Maxwell’s EQUIP outreach, an organization dedicated to leadership development.

*How to Run Your Business by THE BOOK* looks at some of the Bible’s most famous and infamous leaders – such as David, Solomon and Peter – observing their steps to success and, in some cases, how they worked through failure. From kings Nebuchadnezzar and Herod, readers learn about pride; from Moses, we see how his lack of emotional control lead to his losing out on a “promotion;” and in Jesus, we see the ultimate CEO.

Anderson walks readers through practical leadership development like time-management, cultivating people skills and steps for team building. He gently instructs that change in an organization starts on an individual basis and reminds leaders to start with self-evaluation.

In an interview, Anderson can discuss:

- What the Bible says about business stewardship
- Time management by THE BOOK: Tools for using time wisely
- Why God wants you to succeed and provides a blueprint
- Why character matters in today’s business world
- Avoiding the pitfalls: The dirty dozen of management failure
- The upside of downturn: How to be an effective leader during the recession

**Dave Anderson** is the president and founder of the Dave Anderson Corporation and LearntoLead, a company dedicated to sales and leadership development. Anderson has been featured on national talk radio and has been a panelist on MSNBC’s “Your Business.” He has authored 10 books and has been sourced in a number of national publications, including *The Wall Street Journal*, *Entrepreneur Magazine* and *Investor’s Daily Business Journal*. Anderson and his wife, Rhonda, are co-founders of The Matthew 25.35 Foundation, which helps feed, educate and house destitute people around the world. The Andersons reside in the greater Los Angeles area. For more information, please visit [www.learntolead.com](http://www.learntolead.com).

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To schedule an interview with Anderson or receive a review copy of *How to Run Your Business by THE BOOK*, please contact Shelby Sledge at (512) 478-2028 ext. 227 or [ssledge@phenixpublicity.com](mailto:ssledge@phenixpublicity.com).



## About Dave Anderson

**Author of *How to Run Your Business by THE BOOK: A Biblical Blueprint to Bless Your Business***



Dave Anderson's former colleagues would say he had a master's in disempowerment and a bachelor's in bullying. Today, he is sought after for his business leadership by national media including *The Wall Street Journal*, MSNBC, *Entrepreneur Magazine* and *Investor's Daily Business Journal*, among others.

When Anderson was promoted from salesperson to sales manager early in his career, he excelled in his new position. His business savvy was unmatched, but his people skills and physical condition were put through the ringer as a result of long hours and stress.

After working through leadership training programs by John Maxwell, Anderson soon realized his leadership style alienated his co-workers, was inefficient and prohibited the growth of his workforce. A shift in his personal leadership style took him from a slow shuffle up a steep staircase to an express elevator to the top.

Since then, Anderson has grown to become a successful, well-liked general manager and director of America's top car dealerships, leading one to more than \$300 million in sales. As a peak-performance author, columnist and trainer-speaker, he walks the talk of leadership, delivering more than 1,000 leadership speeches, presentations and workshops in 13 countries.

Based on 25 years of business experience, his new book, *How to Run Your Business by THE BOOK: A Biblical Blueprint to Bless Your Business* (Wiley, August 2009, ISBN 978-0-470-49642-8, \$24.95), offers solid leadership methods to nourish and grow a successful workforce, provides principles for time management and shares strategies for business and self evaluation, all based on time-tested biblical principles.

Anderson is the president and founder of the Dave Anderson Corporation and LearntoLead, a company dedicated to sales and leadership development. He has been featured on national talk radio and has been a panelist on MSNBC's "Your Business." He is a member of the National Speaker's Association and has authored 10 books, including *If You Don't Make Waves You'll Drown* (Wiley, 2005), *How to Deal with Difficult Customers* (Wiley, 2006) and *Up Your Business: 7 Steps to Fix, Build or Stretch Your Organization* (Wiley, 2007). He currently contributes columns for *Dealer Magazine* and *Dealer Business Journal*.

Born in Park Ridge, Ill., Anderson was raised in the Chicago area until he was 9 years old, moving to Delray Beach, Fla. and eventually to Texas, where he spent his adolescent years into adulthood.

When not working with business professionals to help hone their leadership skills, Anderson serves as a volunteer and associate trainer for John Maxwell's EQUIP Leadership Foundation, where he teaches in Russia and Iran. Anderson and his wife, Rhonda, are co-founders of The Matthew 25.35 Foundation, which helps feed, educate and house destitute people around the world. The Andersons have an adult daughter, Ashley, and reside in the greater Los Angeles area. For more information, please visit [www.learntolead.com](http://www.learntolead.com).