

News From Nissen Public Relations

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Outbehave Your Competition and Create Customers for Life with the
New York Times Bestselling Book **ENGAGED!** by Gregg Lederman

MADISON, N.J., September xx, 2013 -- Gregg Lederman's **ENGAGED!** the new book that is transforming businesses across the U.S. will debut at #5 on the *New York Times* Bestseller list (Advice, How-To and Miscellaneous) for September 15, 2013. **ENGAGED!** has also made the USA Today Bestseller list (September 5, 2013) and Soundview Executive Book Summaries, Best Business Books of 2013.

Gregg Lederman, founder and CEO of Brand Integrity, a management experience company, is a respected thought leader who's message of "Manage the Experience" has transformed the culture in many of today's top companies. In *ENGAGED! Outbehave Your Competition to Create Customers for Life* Lederman teaches readers how to design and implement a sustainable culture and customer experience. Filled with practical and simple tools, **ENGAGED!** can help any organization "live the brand" and create customers for life.

ENGAGED! reveals the Eight Principles that every manager needs to create a workforce that "lives the company brand" and Lederman teaches companies how to:

- Get all employees "on stage" to deliver a more consistent customer experience.
- Increase employees' happiness so they make your customers happier.
- Go beyond announcing your culture to getting every employee consistently living it.
- Quantify your culture and customer experience to create unheard of visibility that gets everyone focused on results.
- Create an environment of appreciation that empowers employees and helps them to become more motivated and committed to your company's success.
- Fill every manager's toolbox with practical and proven techniques for making your company's values and desired customer experiences a part of the conversation... every day!

ENGAGED! dispels popular myths about employee rewards (they don't work the way you think they do) and employee and customer satisfaction efforts (which, for most companies, are more of a distraction than useful data linked to tangible results). Lederman provides the tools to putting your plan together so that rather than imagining what could be, you'll actually design what should be.

Gregg Lederman is an author, speaker, and CEO. His work, along with the work of the team at his company, Brand Integrity, has helped many of today's leading companies (such as Wegmans Food Markets, Chobani, AAA, Erickson Living, and Excellus) to create work environments where employees can become more motivated and committed to delivering the experience that makes them different—that makes them better than the competition.

See <http://www.engagedbook.com/> for more information.

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