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Journey Down the Yellow Brick Road to a Successful and Profitable Workplace in *There Is No Place Like Work*

SALT LAKE CITY—SPRING, 2006—Smart leaders know the power of workplace culture. They unite their employees around a concise, compelling set of principles, resulting in an increase in profits and a thriving and dedicated workforce. In *There Is No Place Like Work: Seven Leadership Insights for Creating a Workplace to Call Home* (Gibbs Smith, Publisher; \$18.95; Hardcover; April 2006) Dr. Sheila L. Margolis and Dr. Ava S. Wilensky draw a parallel between the journey to the wonderful world of Oz and the journey to a meaningful, fulfilling workplace.

There is No Place Like Work is composed of hands-on, real-world concepts both Drs. Margolis and Wilensky have used with CEOs, managers, and employees in organizations ranging from the Fortune 500 to nonprofit. More than a practical tool for making more money, coping better with change, and creating a genuinely dedicated workforce, *There Is No Place Like Work* redefines what a work environment should be, uniting employees around a set of values known as CORE Culture. Learn how to manage CORE Culture using the **Five Ps**, a set of key parameters delineating the critical elements of an organization:

- ◆ **Purpose**—the fundamental reason an organization exists; the answer to the question, “Why is this work important?”
- ◆ **Philosophy**—the philosophy of an organization is its distinctiveness; the answer to the question, “What primary attribute makes this organization unique, special and different from other organizations with a similar Purpose?”
- ◆ **Priorities**—the priorities are an organization’s key values; the answer to the question, “What are the most important standards that guide how people do their work?”
- ◆ **Practices**—Practices carry out the elements of CORE Culture; *Internal Practices* affect employee relationships, interactions, and accomplishments. *External Practices* define how an organization interacts with outsiders—those who are not employees.
- ◆ **Projections**—the attributes that display an organization’s image to the public, letting them know what they do and why and how they do it.

Apply the insights from this book to create a successful workplace with dedicated employees who are connected to the company, not just the job.

Dr. Sheila L. Margolis and **Dr. Ava S. Wilensky** are the founding partners of CORE InSites, Inc., a management consulting firm based in Atlanta, Georgia. They specialize in organizational culture and the strategic use of human resources.

Founded in 1969, **Gibbs Smith, Publisher** specializes in beautifully illustrated lifestyle books, with topics including design and architecture, cooking, business, holiday, sports, and children’s. Our mission is to produce books that enrich and inspire humankind the world over. Additional business titles from Gibbs Smith, Publisher include *Integrity Works: Strategies for Becoming a Trusted, Respected, and Admired Leader*, and *A Carrot a Day: A Daily Dose of Recognition for Your Employees*.

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