

## ***Kiss Theory Good Bye:***

### ***Five Proven Ways to Get Extraordinary Results in Any Company***

**Bob Prosen**

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Bob Prosen believes that business leaders need less talk and more action. To serve them, he has compiled wisdom he gleaned from high-level jobs at AT&T Global Information Solutions, Sabre, and Hitachi, as well as from his consulting practice, to produce *Kiss Theory Good Bye*. The result is a straightforward manual for putting change into practice.

Rather than focus on processes or the latest theory of business management, Prosen has created a how-to book on business execution, including step-by-step instructions. Written in a tell-it-like-it-is tone and an easy-to-read format, *Kiss Theory Good Bye* focuses on allowing organizations to maximize profitability and results.

Prosen begins by examining the five crippling habits that attack from within a company: absence of clear directives, lack of accountability, rationalizing inferior performance, planning instead of action, and aversion to risk and change. After discussing these failings in detail, Prosen moves on the five attributes of highly profitable companies: superior leadership, sales effectiveness, operational excellence, financial management, and customer loyalty. More than just examining these traits, Prosen offers clear guidance on how to achieve them. He illustrates with examples drawn from his own career and those of his mentors. Each chapter ends with "Actions to Take Now," a list of steps that can immediately set any company on the path to improvement.

Prosen finds that many companies focus too much on planning and slack off on execution. The final section of the book offers in-depth advice on creating a plan, communicating within the company, and the metrics that help measure progress.

Much of what Prosen has to say here is common sense. What is remarkable is how clearly he has laid out both pitfalls and best practices, offering solid, concrete paths to sustainable improvement. His language is simple, and his attitude is uncompromising.

The underlying message here is that anyone willing to do some hard work can put these steps into practice and dramatically improve their profitability. Great leaders must look honestly at their own strengths and weaknesses as well as those of their company, then use those insights to inform their decision making. If you are up to the challenge, Bob Prosen is the man to help you. Keep his book on your desk.

Bob Prosen is the president and CEO of the Prosen Center for Business Advancement. In addition to offering training programs, he speaks to a wide range of businesses, professional associations, and not-for-profit organizations. Prosen was formerly the senior vice president for Sabre, vice president of professional services for Hitachi, and managing partner at AT&T Global Information Solutions/NCR.

*Kiss Theory Goodbye* won the USABooknews.com 2006 Best Management Book award and is a finalist in the Ethan Award series.

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