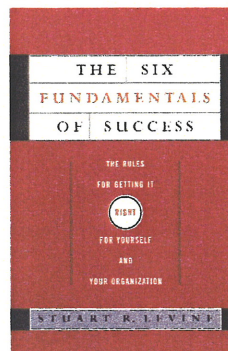




**For Immediate Release**

For a review copy of the book or an interview with the author, please contact Dottie DeHart, Rocks-DeHart Public Relations, at (828) 459-9637 or DSDeHart@aol.com



**Business Fundamentalism: Why You & Your Company  
Must Embrace It Now**

*To survive in tomorrow's tough environment, individuals and businesses need to get back to the basics. A new book by powerhouse consultant Stuart R. Levine tells you how.*

**New York, NY** (October 2003)—As the fragile economy wavers, layoffs proliferate and manufacturing facilities close down, companies everywhere are waiting for “the next big thing” to rescue them. Perhaps you can relate. You may be seeking a new quality system that’ll help you turn out your product faster, better, more efficiently. Or the latest management trend that’s making the Fortune 500 rounds. Or a consulting guru who will enlighten your company and set you on the path to business nirvana. But according to Stuart R. Levine, the reality is that there *is* no next big thing. There’s just a multitude of *small* things—and they’re things you already know.

“Forget the fads,” urges the Chairman & CEO of Stuart Levine & Associates and author of the new book *The Six Fundamentals of Success: The Rules for Getting It Right for Yourself and Your Organization* (Doubleday/Currency, 2004, ISBN: 0-385-51086-1, Hardcover, \$19.95). “Management fads, manufacturing fads, or any of the ‘quick fixes’ companies seek out will not lead to long term success. The only way to make it in the lean and mean future we’re facing is to get back to the basics. There is no substitute for careful communication, an emphasis on results, a commitment to ethics, and all the other fundamentals that have traditionally made for strong companies.”

Levine says there are six fundamentals that businesses, leaders and individual workers *must* embrace right now if they are to remain competitive:

- **Fundamental 1: Make sure you add value.** Layoffs have created too much for people to do, making it difficult, if not impossible to decide what to do. If you make sure that your daily work includes something strategic, you will be increasing your organization's value.
- **Fundamental 2: Communicate up & down, inside & out.** Because of economic, security and terrorist issues, people are more anxious and don't listen well, so communication errors happen more often. People mistake spreading information with communication. As the pace of change creates the need for stronger communication efforts, many organizations are experiencing communication breakdowns.
- **Fundamental 3: Know how to deliver results.** People are being scrutinized more than ever on their ability to deliver results. Getting results is about knowing what you need to achieve and doing it in the most effective way possible.
- **Fundamental 4: Conduct yourself and your business with integrity.** Distrust is at an all-time high. Your name is your brand in the marketplace. A trusted brand gives you the credibility to get things done for your organization.
- **Fundamental 5: Invest in relationships.** Deep cost cutting means that key people, both inside and outside of work, are more important to your career than ever.
- **Fundamental 6: Gain perspective.** The crisis in corporate governance means an estimated 44 percent of the board members at Fortune 500 companies will be removed in 2003, which will increase CEO turnover, leading to more stress, chaos, and confusion for managers and employees in 2004 and beyond.

*The Six Fundamentals of Success* is packed with rules (nearly 100 of them) for building strong, healthy organizations that are capable of staying at the top of their game. (Editor: See "24 Ways to Write Your Own Success Story.") Levine urges leaders to drill every member of their team in these time-tested rules until they permeate the company culture.

"Everyone, from the CEO on down, *must* live by the rules that make up the six fundamentals every day," he says. "It takes practice, and discipline, but it's worth it. In the same way that athletes and coaches drill their sport's fundamentals so that in the heat of the game their muscles 'remember' what to do, practicing these rules will make them second nature. Then your entire team can perform at its best every day. Ironic as it may seem, fully embracing the 'old' rules is what it will take to win in business in 2003 and beyond."

## **About the Author:**

Stuart R. Levine is the CEO of Stuart Levine & Associates, a consulting firm he founded in 1996. The firm's mission is to help leaders get it right by focusing on the discipline of fundamentals and building an organization's confidence to achieve results. He formerly served as CEO of Dale Carnegie & Associates, Inc., turning the company around (a feat for which he won the Entrepreneur of the Year Award in 1995).

Stuart Levine & Associates is made up of a senior team of talented and highly-skilled professionals. Its client base is from such diverse industries as Accounting, Associations, Education, Engineering, Financial Services, Government, Healthcare, Insurance, Legal, Manufacturing, Office Furniture, Paper, Printing/Publishing, Promotion, Retail, Staffing, Technology, Telecommunications, Travel/Leisure, and Turnarounds/Workouts.

The firm was awarded the 1999 Innovator of the Year Award for Techno-Bridge™, a leadership training program that was custom designed for technology professionals. This award was presented by PricewaterhouseCoopers, Bank of New York, and NY Institute of Technology.

Stuart is co-author of the international bestseller *The Leader in You*, published by Simon & Schuster in 22 languages. He is contributing author of *Management 21C*, awarded the Best Business Book of 1999 by Amazon.com, England.

## **About the Book:**

*The Six Fundamentals of Success: The Rules for Getting It Right for Yourself and Your Organization* (Doubleday/Currency, 2004, ISBN: 0-385-51086-1, Hardcover, \$19.95) may be ordered directly from the publisher by calling 800-726-0600. It is also available at bookstores nationwide and all online booksellers.