

FOR IMMEDIATE RELEASE:

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FOR MORE INFORMATION:

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**Leadership and organizational effectiveness –
New book offers guidance to increased corporate performance
Operational excellence achievable through innovative thinking
Integrate external and internal relationship-based strategies
Tactics applied with focus**

SEATTLE – In our world economy, organizations are struggling to be more competitive, efficient and flexible. In the book [*“Creating a COLLABORATIVE ENTERPRISE,”*](#) you will find grounded guidance for managing your business relationships and retooling your organization to meet today’s challenges.

There is no shortage of dysfunctional organizations displaying lack-luster performance. Each has its own story. There is no “one-size-fits-all” method for finding solutions that will restore an enterprise to a successful position. What works, each and every time, are more effective relationships. More effective relationships positively impact every organization’s mission.

More effective relationships are not one-way. This book is not a concept – it is a compelling view of how to bring greater success to any organization. It is written in a way that informs, instructs, guides, and encourages – all with insight, honesty, practicality and simplicity. The challenges and solutions provided speak to every employee and leader who yearns to defy “traditional methods” and walk their own paths to greater success.

“Concerned about where your company will be in the future? Then, whether you’re a leader of a for-profit or non-profit enterprise, you should read this book. Organizational strength comes through the relationship with its stakeholders. This book provides a fresh perspective on the importance of collaboration to the future of any enterprise, and shines a bright light on the definitions and suggested tactics that will help move any organization to a more sustainable growth path.”
Patrick Snow, International Best-Selling Author of *Creating Your Own Destiny*

Creating a COLLABORATIVE ENTERPRISE is written by [Robert L. Nitschke](#). Nitschke is a leader in operations and performance management. As an international management consultant at [Arago Partners LLC](#) and with three decades of executive and management experience across multiple industries, he is driven to share his passion for the positive impacts of more effective relationships and collaboration. Nitschke is certified in lean operations management and project management.

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Books can be purchased at a discount from the web site or from normal bookstores/outlets.

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