

'42 Rules for Creating WE' Becomes Amazon Bestseller By Offering New Approaches to Difficult Conversations

New York, NY (Sept. 22, 2009)— On September 17th, "42 Rules for Creating WE" was one of the fastest-selling books on Amazon, having achieved sales that brought its rank to # 1 in the Leadership, Management, Motivation, and Organizational Behavior categories, and the #2 fastest-selling book in any category on that day.

Why did this book strike such a cord?

At a time when business owners, executives and other leaders often have to deliver bad news— whether it involves no bonuses, staff pay cuts, layoffs, freezes on promotions and raises— why are some ways better than others to deliver such news? Can such news be delivered in a way that engages and aligns others to work even more effectively towards a common goal?

Indeed, say the 19 renowned experts from the Creating WE Institute who collaborated on "**42 Rules for Creating WE**" (Superstar Press, September 2009, 162 pages, \$19.95). The book deals with how to have difficult conversations in ways that strengthen rather than erode relationships – from best ways of delivering the truth to having the courage to trump adversity and fear with new perspectives.

Judith E. Glaser, CEO of Benchmark Communications, Inc., and co-founder of the Creating WE Institute, said: “When organizations are in difficult business transitions or crisis, individuals often fear speaking up, and avoid having difficult conversations. Our most important teaching moments are when an organization’s culture, leadership, and brand integrity are at high risk of eroding.”

Glaser and her team have coalesced their most pioneering discoveries under the umbrella of the Neuroscience of WE. “Our work,” says Glaser, “encompasses vital insights on the heart’s role in enhancing brain’s functioning, how to turn adversarial relationships around, the neuroscience of empathy, and how to create uplifting experiences even in the face of our most difficult challenges.”

An invaluable white paper on the Neuroscience of WE Research is available to those who buy the book on Amazon. Visit: www.CreatingWEInstitute.com/publishing.html

Says Angela Ahrendts, CEO of Burberry: “It took Napoleon Hill nearly 25 years to write 'Think and Grow Rich,' his legendary guidebook for individual success. Judith E. Glaser and her Creating WE Institute colleagues took a lot less time to write today's greatest guide for team success, and it will soon be read by 6,200 Burberry employees worldwide.”

For more information contact Judith E. Glaser at www.creatingweinstitute.com.

