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For Immediate Release:

ACCLAIMED BUSINESS AUTHOR, PATRICK LENCIONI, URGES CLIENT SERVICE PROVIDERS TO LOSE THE EGO AND GET NAKED IN HIS NEW BOOK:

Getting Naked: a Business Fable about Shedding the Three Fears that Sabotage Client Loyalty

San Francisco, CA – February 1, 2010 – With nearly three million books sold, best-selling author Patrick Lencioni has finally turned his attention toward his own craft—consulting and client service—in his new book, *Getting Naked: a Business Fable about Shedding the Three Fears that Sabotage Client Loyalty* (Jossey-Bass, 978-0-7879-7639-2, \$24.95, February 2010).

Getting Naked reveals some simple, yet counterintuitive concepts that have given Lencioni's company a fiercely loyal client base, a key advantage over larger, more well-know firms. In the book, Lencioni urges readers to explore unconventional concepts, including, “enter the danger,” “ask the dumb questions,” “celebrate your mistakes” and more. By stripping down the old dogma associated with client service, this book encourages readers to “get naked” and open themselves to a real and rewarding path to working with others.

Lencioni helped pioneer the business fiction style with his engaging storylines and compelling models. In *Getting Naked*, the fiction is centered around a consulting firm somewhat similar to his own; however, the model is applicable to all service providers from consultants, to financial planners to sales organizations.

For over a decade, Patrick Lencioni has developed his models while out in the field speaking and consulting to a wide range of organizations, including Southwest Airlines, State Farm, Chick-fil-A, The World Business Forum and more. While his previous best-sellers have tackled organizational health topics such as teamwork (*The Five Dysfunctions of a Team*) and job fulfillment (*The Three Signs of a Miserable Job*), *Getting Naked* addresses the critical role of

client service and provides readers with a specific plan for success that can quickly impact the bottom line.

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ABOUT THE AUTHOR:

Patrick Lencioni is the founder and president of The Table Group, a firm dedicated to providing organizations with ideas, products, and services that improve teamwork, clarity and employee engagement. Lencioni was named by *Fortune* magazine as one of the “Ten New Gurus You Should Know,” and was cited in the *Wall Street Journal* as one of the most sought-after business speakers in the nation. As a consultant and keynote speaker, Lencioni has worked with thousands of senior executives in organizations ranging from Fortune 500s and professional sports teams to universities and nonprofits. www.tablegroup.com.

Getting Naked

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For a full press kit and additional information about “Getting Naked” please visit: <http://lp.wileypub.com/gettingnaked>