



For Immediate Release:
Contact: Author Relations Manager
info@cosimobooks.com
ph. 212-989-3616

August 15, 2008

NEW PIONEERING BUSINESS BOOK RELEASED:

NOBLE ENTERPRISE: The Commonsense Guide to Uplifting People and Profits

SHOWS HOW TO:

- ✓ **Put people first to build sustainable growth and profitability**
 - ✓ **Strengthen your organization**
 - ✓ **Expand your leadership**
- ✓ **Inspire your people and turn your company into a high-performing Noble Enterprise.**

In a world of increased uncertainty, global competition, and financial crises, Darwin Gillett, management consultant and pioneer in the field of spirituality in the workplace, shows how to create a successful company for the 21st century: one that fully engages the enthusiasm and creativity of its employees... to lead them to new heights of performance. For managers, entrepreneurs and leaders interested in a successful future, discover the insights, leadership tools, and inspiration to transform your organization into a "noble enterprise," or build a new one from the ground up.

In this hands-on, can-do guide, Gillett offers its readers everything they need to revitalize their companies' growth and profitability under a new paradigm that puts people first... and just so happens to have the potential to boost profits to unprecedented levels.

This highly anticipated book is receiving wide acclaim from leading entrepreneurs and management experts:

"Bravo! Dar Gillett shows that when the CEO truly believes that 'people are the company's most important asset', she can achieve miracles."

- Chip Conley, founder of Joie de Vivre Hospitality

"A fresh approach for making companies great places to work and great performers."

- Stewart Emery, coauthor of *Success Built to Last*

Sure to be a new classic of business literature, this essential work is not only must-reading for anyone who hopes to run a successful company in today's uniquely competitive world... it's also a stunning introduction to the new corporate model that will inevitably become the norm. Today's corporate managers enjoy a peek into the future—with all the advantages staying ahead of the game comes with—in *Noble Enterprise*.

=====

About the Author

DARWIN GILLETT is a consultant to corporate management and business owners; his clients include multinational companies (such as Bose, Pfizer, Reader's Digest, St Joe Minerals) and smaller professional service, hi-tech and owner-led firms. He speaks widely in North America and Europe on leadership strategies that tap the full range of human talent and spirit, and has designed and led numerous executive development seminars. In addition to his many publications on business and leadership, he is a contributing author to the 2004 book *Create the Business Breakthrough You Want: Secrets and Strategies from the World's Greatest Mentors*. Gillett holds a BA in economics from Yale University and an MBA from the University of Chicago Graduate School of Business.

NOBLE ENTERPRISE: The Commonsense Guide to Uplifting People and Profits

Cosimo Books, August 15, 2008

Business, ISBN 978-1-60520-118-4

Paperback, 252 pages, 9.0 x 6.0 inches, \$15.95 / £10.99

About Cosimo Books

Cosimo Books, based in New York, is an imprint of Cosimo, Inc., a specialty publisher of books and publications that inspire, inform and engage readers. Cosimo's mission is to offer unique books to niche audiences around the world.

Always available at online bookstores. Visit cosimobooks.com

BE INSPIRED, BE INFORMED