

PRESS RELEASE



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FOR IMMEDIATE RELEASE

Networking Guru Says Gratitude is the New Attitude in Business

Omaha, NE – Today's uneasy business climate is forcing businesses to rethink the way they keep both employees and customers happy. Smart managers know how to express gratitude to those they lead, according to LinkedIn Senior Director, April Kelly, and author of the new title from Woohoo Press, *Gratitude at Work: How to Say Thank You, Give Kudos, and Get the Best from Those You Lead*. The title was released Saturday, August 15th at Soaring Wings Vineyard in Springfield, Nebraska.

"You don't have to be a great leader," says Kelly. "But if you want to get the most from your employees, you need to show them they matter. Whether you simply say thank you or bring in pizza for lunch or buy gifts, showing gratitude can be the biggest boost to your company's productivity and profitability."

Simple acts of kindness are the currency of today's businesses. Kelly shows by example throughout the book. Every manager who reads this book will take away many workable ideas. Kelly includes thought-provoking exercises in every chapter that all organizations can benefit from.

Kelly and her book have appeared on Chicago's WGN News and Omaha's Tom Becka Radio Show, among others. For more information on *Gratitude at Work*, author April Kelly or the book release party, please contact Lisa Peltó at 402-884-5995 or lisa@conciergemarketing.com to schedule interviews.

Gratitude at Work is available wherever books are sold, major online bookstores, and www.GratITUDEAcademy.com.

Gratitude at Work: How to Say Thank You, Give Kudos,

and Get the Best from Those You Lead

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