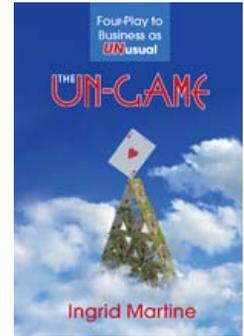


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The Rules of Business Have Changed!
New Book Supports Leaders and Managers in Business as Unusual!

Waco, Texas (PR Web), March, 2012—Ingrid Martine, author, speaker, and coach is releasing her powerful new book, ***“The Un-Game, Four-Play to Business as Unusual”***, detailing the four-step process that empowers leaders and managers at all levels to successfully challenge the closely-held beliefs, opinions, and conclusions that drive their decisions and inadvertently get in the way of reaching their goals.

“I love this book,” says, John Graham, CEO and international trainer in leadership. “I found it a brilliant tool for unleashing human potential, whether in corporate managers that Ingrid Martine focuses on, or in anybody. Her extended case study approach is a creative and convincing guide for building conscious, creative, and compassionate leaders who are catalysts and not controllers, and who can tap the innate power of freedom and innovation instead of getting stuck in ‘the rules’.”

For a free look at segments of The Un-Game, visit www.ungamebook.com and click on the ‘Enjoy Now’ tab.

Good business practices dictate a commitment to continuous improvement. However, the author asserts that these are times where incremental improvement in leadership effectiveness is not enough. “I’m agreeing with Einstein,” says Martine, “we can’t solve our problems with the level of thinking that created them in the first place. We have to ‘up’ our game.”

The Un-Game demonstrates the process of shifting from a less complex level of thinking to a more complex level, and it does it in a way that’s Velcro to the reader’s mind. In a recent podcast, author and change management expert, Rick Maurer, explores with Martine some of the skills great managers demonstrate in The Un-Game “to develop their higher level thinking muscles,” as she calls it.

Ingrid Martine engages readers in a story of a young, great manager wannabe, who heads a flailing customer support department. Because of the 4-step process his coaches—already great managers—take him through, the young manager unchains his brain to get the extraordinary results he wants and his company expects.

The coaching process featured in the book is a process Martine has been using for 5 of the 30 years she's supported organizations to develop their human capital. It can be incorporated into any leadership, management, and team development program in any industry so long as doing business as usual is no longer an attractive option.

George Kilishek, former Senior VP of World Operations, Allergan Optical says, "Those who grasp and use the four-step process described here have a road map for achieving their goals."

In these uncertain times, as business begins to take shape in this 'new' economy, it's important to be on the cutting edge of new strategies to lead and manage people to end labor pains and jumpstart productivity gains...and see yourself doing it too!



To learn more about this model and some eyebrow-raising offers, visit www.ingridmartine.com, or find out more about the book at: www.theungamebook.com.