

NEW BOOK IS FIRST TO SHOW BUSINESS LEADERS HOW TO RAPIDLY BOOST THEIR BUSINESS'S VALUE

For Immediate Release

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San Francisco, CA – November 1, 2007. Do you lead or own a business and want to achieve rapid and sustained growth in business value and share price? Are you a member of the leadership team and have an eye on the corner office, and need to see the business through the CEO's eyes? The new book *The Executive Guide to Boosting Cash Flow & Shareholder Value*, by V. Rory Jones, is the first to answer the 'Holy Grail' issues of business management – how to boost value. It is due out in February 2008 from publishers John Wiley & Sons.

"It struck me that while there were many books on how to estimate a business's intrinsic value, there were none to help business leaders actually achieve quick and sustained value growth," said author V. Rory Jones. "In this book we have put 20 years of unique insights, focused on driving business value – developed in the trenches with business leaders in a range of industries." The book ...

- ... exposes accounting information as inadequate and often misleading
- ... shows Market Strategy (not Marketing Strategy) drives cash flow and value by magnitudes more than other management actions
- ... sets out why and how business leaders must look at the 15-year horizon, and how they must respond to what they find
- ... delivers practical steps to find and exploit value creation opportunities

The Executive Guide to Boosting Cash Flow and Shareholder Value gives business leaders critical insights and a path to boosting the value of their businesses, by melding two core management disciplines, marketing and finance, in a pragmatic and reality-based approach. Divided into three parts, this book takes the reader from a basic understanding of business valuations and profit pools to taking actions that rapidly boost business value. Part One sets out the fundamentals and key ideas; Part Two outlines a pragmatic three step program to achieving near- and long-term boosts in value; and Part Three describes key aspects of institutionalizing a successful value-maximizing credo in the business. Real-life examples are used throughout and everyday business anecdotes are included to drive home specific points.

V. Rory Jones is a business consultant with nearly twenty years experience focused on helping companies maximize shareholder value. Since the 1980s, he has helped business leaders in Fortune 500 and mid-market clients find and exploit market Profit Pools, creating billions in additional cash flow and business value. Prior to co-founding Business Intelligence Associates, Jones was a partner in PricewaterhouseCoopers' strategy consulting business, where he led the Shareholder Value practice in the US. Jones earned an MBA from the University of Chicago and a BSc in electronic engineering from the City University in London. He regularly publishes papers and speaks on shareholder value creation, and technology and other product markets.

Business Intelligence Associates is a consulting firm focused on driving value in Fortune 500 and mid-market businesses. It was formed in 2003 by three partners from the business consulting practice at PricewaterhouseCoopers, and is based in San Francisco, California, with offices in Chicago and London, UK.

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