

For immediate Release.

From: Connor Resource Group

A new book on how to overcome your number one corporate ailment that will cause you to become a statistic or sky rocket your success.

Corporate Disconnect is, has been and will be the number one cause of your slow growth, poor profitability, poor sales performance, ineffective market share, employee turnover and any other negative challenge your organization faces. Learn its Symptoms, Causes and Cures before it's too Late.

International best selling author, Tim Connor has just released his 75<sup>th</sup> book, Corporate Disconnect. In it he shares common sense, practical and effective techniques for identifying your causes of corporate disconnect and how prevent and over come them.

If you are not in touch with where your organization is dysfunctional, conflicted or out of touch with reality I will guarantee that sooner or later you're CD will have a negative impact on your profits and overall success.

It doesn't matter whether your sales are less than one million or over fifty billion; you have 10 employees or 50,000. It doesn't matter if you are a start-up or you have been in business for over 100 years. It doesn't matter whether you run a national Association, a government agency or a non profit organization. Let me repeat: Corporate Disconnect is at the heart of every problem you face today, faced yesterday and will face in the future.

What is corporate disconnect?

1. When the realities that exist at the lower levels of an organization and in the market place do not find their way to the highest levels of the organization – where direction is set, goals are established, vision is created and major decisions are made – with accuracy, continuity, clarity and consistency.
2. When the vision, purpose, direction and leadership at the highest levels of an organization do not accurately radiate throughout the entire organization with integrity, accuracy, clarity, accountability and consistency.
3. When lack of corporate-wide congruence negatively impacts sales, profits, effectiveness and consistently healthy growth.

Tim Connor is the author of over 75 books including the number one best selling sales book in the world today, Soft Sell, now in 21 languages with sales in excess of one million copies. As a professional speaker and trainer he has spoken in over 20 countries during his 35 year career.

Corporate Disconnect is an engaging, thought-provoking and practical guide to addressing this serious corporate ailment. It will come your trusted resource for addressing and overcoming your challenges whether economic, sales, marketing, distribution or manufacturing.

For further information contact:

Tim Connor, CSP 704-895-1230, [tim@timconnor.com](mailto:tim@timconnor.com) visit:

[www.timconnor.com](http://www.timconnor.com) or [www.CorporateDisconnect.com](http://www.CorporateDisconnect.com)