

# NEWS RELEASE

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## **IMMEDIATE RELEASE**

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## **Excellence Every Day**

### **Backed by a 23,088-Participant Study, New Book Reveals the Obstacles and Secrets to Delivering Excellence Every Day**

*May 30, 2008, Los Angeles, California*—At the Book Expo America (BEA) convention taking place at the Los Angeles Convention Center from May 30 to June 1, Information Today, Inc. (ITI) announced the publication of *Excellence Every Day: Make the Daily Choice—Inspire Your Employees and Amaze Your Customers* by Lior Arussy.

In *Excellence Every Day*, Arussy reveals how a subtle yet pervasive mindset he coins the “Excellence Myth” stifles businesses and employees by undermining individual performance, eroding customer loyalty, and diminishing any competitive advantage a business may enjoy or aspire to. His solution is the “Daily Choice,” a strategy that empowers employees to reach new heights of excellence—delighting customers and delivering superior results from the bottom up.

Through the results of a three-year study, Arussy details the path to redefining excellence and to fulfilling the personal and organizational promise for excellence. “We live in a world of excellence or nothing. Excellence is not optional anymore. Everyone around us demands it: customers, employees, life partners, and friends,” states Arussy. “Yet most people do not reach their full excellence capacity. In *Excellence Every Day* we discover the secrets to removing the obstacles to excellence so we can focus on delivering it every day.”

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In researching and writing the book, Arussy learned that many professionals believe they are already delivering excellence, while in reality they miss the mark most of the time. Arussy's 23,088-participant study of employees and their customers uncovered the following truths regarding performance:

- 79% of the surveyed employees believed that they often go “above and beyond” and exceed customer expectations, yet only 29% of surveyed customers agreed.
- 75% of the employees claimed to know that their work makes a difference, and viewed their actions and interactions with customers as a way to make a difference in customers' lives. Only 29% of the customers agreed that they were treated with “making a difference” service.
- 88% of the employees said they use common sense and discretion in the way they interact with customers, yet only 40% of the customers agreed.
- 82% of the employees stated: “I wish I could do more for customers.”

Complemented by 28 inspirational stories of individuals who grabbed the opportunity and created excellence in their workplace each day, the book is the new model for corporate performance as well as individual commitment. *Excellence Every Day* presents an entertaining and inspiring mix of stories, best practices, and advice geared to help executives, managers, and employees create delightful customer experiences that their firms can take to the bank.

**Lior Arussy** is a visionary author, consultant, and creative catalyst who specializes in helping firms create delightful customer experiences and execute profitable customer strategies. He is the author of *Passionate and Profitable* and *The Experience! How to Wow Your Customers and Create a Passionate Workplace* (Wiley), and president of Strativity Group, Inc., which advises Global 2000 companies and emerging businesses around the world.

### **BOOK SIGNING & AUTHOR PODCAST AT BEA**

Lior Arussy will sign copies of *Excellence Every Day* in the BEA Author Autographing Area on Sunday, June 1, 2008, from 10:00 to 11:00 AM. He will also take part in a podcast interview at BEA on Friday, May 30, beginning at 1:10 PM.

*Excellence Every Day: Make the Daily Choice—Inspire Your Employees and Amaze Your Customers* (240 pp/hardcover/\$24.95/ISBN 978-0-910965-79-8) is a CyberAge Book from Information Today, Inc. It is available in bookstores through Independent Publishers Group (IPG) or by calling (800) 300-9868 [outside the U.S. call (609) 654-6266]; faxing (609) 654-4309; emailing [custserv@infotoday.com](mailto:custserv@infotoday.com); or on the Web at [www.infotoday.com](http://www.infotoday.com).

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