



DALE CARNEGIE TRAINING®
www.dalecarnegie.com

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DALE CARNEGIE TRAINING®
INVITES BUSINESSES TO “GET HUMAN” AGAIN
Corporate Training Programs Bring Back Relationships

HAUPPAUGE, NY (April 11, 2007) - Dale Carnegie Training, one of the largest training companies in the world, debuted its new advertising campaign, “Get Human,” in October 2006 to encourage businesses to re-energize and re-establish relationships with co-workers, clients and prospects. The premise of the campaign is that although e-mail, instant messaging and texting are great ways to conduct business, relationships still drive business results.

Peter Handal, president and CEO of Dale Carnegie Training said “the purpose of the campaign is to remind business people that discussion threads, chat rooms and webinars can’t replace the innovation, creativity and relationship-building you get from people actually meeting, talking to each other and bouncing ideas around. Business is all about people and people need human interaction to be motivated, engage and connected.”

The series of advertisements, to be featured in print and online, make this point with the engaging tag line *It’s time to get human again with Dale Carnegie Training – the original and still the best resource for developing the people side of business.* Peter Handal went on to add, “Even in our wired world a handshake is still the best way to connect with colleagues, vendors, customers and prospects.”

Dale Carnegie Training’s corporate specialists work with individuals, groups and organizations to design solutions that unleash employees’ potential and enable organizations to reach the next level of performance. Dale Carnegie Training offers public courses, seminars and workshops, as well as in-house customized training, corporate assessments, online-reinforcement and one-on-one coaching.

The new advertising campaign is currently featured in *Fortune Small Business, Inc. Magazine, Selling Power* and *Training Magazine*. The campaign is also running on the following websites, cnnmoney.com, inc.com, sellingpower.com and managesmarter.com.

About Dale Carnegie Training

Dale Carnegie Training (www.dalecarnegie.com) is a global management training company that partners with middle market and large corporations to produce measurable business results by improving the performance of employees with emphasis on leadership, sales, team building and interpersonal relations, customer service, public speaking and presentations and other essential management skills. Dale Carnegie Training has experts in corporate management, workplace issues and leadership trends. Dale Carnegie includes as its clients 400 of the Fortune 500 companies. Approximately 7 million people have experienced Dale Carnegie Training.

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