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**GAIN THE COMPETITIVE EDGE IN BUSINESS WITH TWO NEW RELEASES
FROM DALE CARNEGIE TRAINING®**

THE 5 ESSENTIAL PEOPLE SKILLS:

How to Assert Yourself, Listen to Others, and Resolve Conflicts

LEADERSHIP MASTERY:

How to Challenge Yourself and Others to Greatness

As employees rejoin the workforce in the wake of a recession that, according to an October 2009 release by the Bureau of Labor statistics, has doubled the unemployment rate over the past two years, everyone, from the job-board searcher to the corporate executive, needs to take proactive steps to secure their future.

In a world becoming more and more virtual, human relations skills are being lost – along with leadership skills. And yet never before have these abilities been more valuable or sought after. Now, from one of the most trusted and bestselling brands in business training, Dale Carnegie Training®, come two indispensable guides for gaining the competitive edge:

- **The 5 Essential People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts** (Fireside; November 17, 2009; \$14.99/paperback;1-4165-9548-1)
- **Leadership Mastery: How to Challenge Yourself and Others to Greatness** (Fireside; November 17, 2009; \$14.99/paperback;1-4165-9540-X)

For nearly 100 years, Dale Carnegie Training[®], the international leader in performance-based workforce training and solutions, has helped people at all levels of business get the most out of their professional lives. At the core of Carnegie's proven leadership and interpersonal principles lies a simple truth – applying appropriate assertiveness to all interactions is the most effective approach to building a successful career. **The 5 Essential People Skills** offers a proven plan for implementing assertiveness *without* aggressiveness in order to deliver a clear message, build loyalty, and achieve recognition and respect.

In today's increasingly transparent business world, an intimidating, demanding "boss" is no longer viable. Businesses are looking for a new type of leader – one who can motivate others while embodying essential leadership principles such as adaptability, trustworthiness, and the ability to distribute power. **Leadership Mastery** features advice from interviews with leaders in business, entertainment, sports, and academia, to teach invaluable relationship skills and reveal the secrets to dynamic leadership for any business structure.

Following in the footsteps of Dale Carnegie's classic **How to Win Friends and Influence People**, **The 5 Essential People Skills** and **Leadership Mastery** offer powerful techniques and easy to follow guidance for reaching a new level of professional and personal achievement in a demanding business world.

The 5 Essential People Skills:

How to Assert Yourself, Listen to Others, and Resolve Conflicts (1-4165-9548-1)

Leadership Mastery:

How to Challenge Yourself and Others to Greatness (1-4165-9549-X)

From Dale Carnegie Training[®]

November 17, 2009 / Fireside; Simon & Schuster, Inc.

\$14.99 / Paperback

For more information about
THE 5 ESSENTIAL PEOPLE SKILLS, LEADERSHIP MASTERY
and **DALE CARNEGIE TRAINING[®]**
please visit www.simonandschuster.com or www.dalecarnegie.com

ABOUT DALE CARNEGIE TRAINING®

Dale Carnegie wrote his renowned book *How to Win Friends and Influence People* in 1936 — a milestone publication that spread his principles across the globe and spawned Dale Carnegie Training®. Today, Dale Carnegie Training® partners with middle market and large corporations as well as organizations 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. The courses are available in 27 languages throughout the world; they cover the entire United States and reach over 80 countries. Dale Carnegie Training® includes as its clients 400 of the Fortune 500 companies. Approximately eight million people have experienced Dale Carnegie Training®.

Dale Carnegie's corporate specialists work with individuals, groups and organizations to design solutions that unleash your employees' potential, enabling your organization 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.