



## NEWS RELEASE

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### **workplace911's Bob Rosner and Sherrie Campbell Show Businesses How to Avoid the Next Economic Meltdown**

NEW YORK, October 29, 2008 – For more than a decade, award-winning journalist and best-selling author Bob Rosner has delivered thoughtful and actionable guidance to millions of Americans with work-related challenges in his **workplace911** column, distributed weekly by United Feature Syndicate. In this week's column, Rosner and co-columnist Sherrie Campbell take a more macro view of our economic mess. They explain how business leaders can learn from our current crisis – and detail what they should do to prevent another one in the future.

With their trademark “three do’s and a don’t” format, Rosner and Campbell address the issue of “How to avoid economic meltdown.” They urge companies to adopt multiple bottom lines, rely on fewer MBAs, and to reduce executive pay (the three do’s), and not to quash dissent (the don’t). Each of these ideas is explained in Rosner and Campbell’s distinctly informative, accessible manner.

Rosner and Campbell know that from the corner office to the cube, work is tough. The **workplace911** team is well-versed in a broad range of business issues from hiring to retiring and from start-up to fold-up. Rosner says, “We relate to every employee’s plight, whether you’re a skirt or a shirt, and you’ll get a laugh and a lifeline that will make you better able to handle whatever awaits you around the next corner at work.” Rosner is a unique workplace authority who has written two best-selling business books, and has been featured in *The Wall Street Journal*, *People*, *Fortune* and *Glamour*, and as a regular contributor to the “Today” show, NPR, CNN, and many others.

Campbell is a “counselor with a kick” relationship expert who is also an award-winning comedian who hosted her own PBS show. She has years of experience addressing a wide range of workplace problems and has commendations from former U.S. Secretary



of State Colin Powell for the role she played in America's Promise. She is a featured contributor for Microsoft's Internet channel for entrepreneurs.

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