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FROM:
Andrew Edson & Associates, Inc.
89 Bounty Lane
Jericho, NY 11753
Andrew Edson, 631.873.2113
Andrew@EdsonPR.com
Susan Ostrov, 207.725.4416
soassociates@suscom-maine.net

FOR:
CTW Consulting, LLC
2480 Old Beach Road
Wayzata, MN 55391
Robert W. MacDonald, 612.670.6801
mac@bobmaonline.com
www.bobmaonline.com

FOR IMMEDIATE RELEASE

**NEW BUSINESS BOOK HELPS ENTREPRENEURS
AND MANAGERS EXCEL DESPITE BUREAUCRATIC LIMITATIONS**

MINNEAPOLIS, Oct. 23 -- *Beat The System: 11 Secrets to Building an Entrepreneurial Culture in a Bureaucratic World* (\$24.95, John Wiley & Sons) is a business book like no other. And if you would rather beat the system than be hamstrung by it, this book is for you.

“Systems,” says author Bob MacDonald, are everywhere in our shrinking world --- political systems, religious systems, court systems, and that mother lode of systems, business systems. And while many systems are useful, even vital to business, MacDonald successfully argues that all too many of these systems are enmeshed in bureaucracy—stifling employee creativity and freedom to contribute, and blunting business competitiveness.

The trouble with bureaucracy, says MacDonald, is that it smothers the creative entrepreneurship essential to long-range business success. Companies saddled with bureaucratic cultures are as slow to react to new opportunities in the marketplace as they are reluctant to give up old processes, plans and procedures that have outlived their usefulness. The answer, MacDonald argues, is to build an entrepreneurial culture.

Beat The System offers readers 11 sure-fire secrets to beat the bureaucratic system by building entrepreneurial cultures in their business, their department, or job. What are his 11 secrets?

- Secret #1: Build Parallel Interests**
- Secret #2: Be an Architect of the Future**
- Secret #3: Be Decisive, Multifaceted and Ethical to a Fault**
- Secret #4: Know the Risk—Measure the Reward**
- Secret #5: Communication: Be a “Shower” not a Teller**
- Secret #6: Power to the People**
- Secret #7: Become a Trust Builder**
- Secret #8: Sharing Wealth Increases Wealth**
- Secret #9: Be Consistent, Constant and Concise**
- Secret #10: Treat Important People Like Important People**
- Secret #11: Do Simple Things—Simply DO Them**

A true corporate maverick himself, MacDonald deftly illustrates how these methods can be woven into the fabric of a true entrepreneurial organization. Plus, he offers a wide range of practical, real-life examples that can help readers achieve unimaginable personal business success.

Who better to lead the revolt against systemic bureaucracy? MacDonald is the recognized maverick of the life insurance industry. For 20 years he led a rebellion against outdated insurance policies and institutional bureaucracy in the industry. In the process, he brought "thinking outside the box" to a world-class level. First, in 1980 he became president and CEO of ITT Life Insurance. Then, he struck out on his own in 1987 to build a completely new life insurance company (LifeUSA), which he sold just 12 years later to industry giant Allianz SE for \$540 million. MacDonald was retained to lead the merged companies as CEO for three years and then as chairman until his “retirement” in 2003.

MacDonald's *Beat The System* strategy is packed with proven, insider's knowledge and advice that teaches readers how to be entrepreneurial in a bureaucratic world whether one is a mailroom employee, the guru in the big corner office, a middle manager, or a neophyte businessperson just spreading entrepreneurial wings. All can benefit from reading this instructive, tightly-written volume. The book, too, is in many ways, a natural sequel to his 2005 business best seller, *Cheat To Win* (Paradon Publishing). It's just the tool you need to craft *your* successful future in business.

For further information see: www.bobmaconline.com.

About Robert W. MacDonald

Robert W. (Bob) MacDonald, 64, has had a remarkable 43-year career in the financial services industry, beginning in 1965 as a life insurance agent for New England Mutual Life in Los Angeles, and retiring in 2002 as CEO of Allianz Life of North America and as its chairman a year later. In between, he became one of the best known, most influential and controversial leaders in the life insurance industry. Known for his bold stands on issues that often ran counter to the conventional thinking of the industry, MacDonald's ideas and approach have been both vilified and validated. He is acknowledged to be one of the true visionaries and product innovators in the financial services industry, has been a popular speaker before over 100 organizations, written scores of articles dealing with management and the financial services industry, and has been profiled in scores of publications, including *The Wall Street Journal*, *USA Today*, *Forbes*, *BusinessWeek*, *American Banker* and *Institutional Investor*. MacDonald is a regular columnist for two publications, a corporate director and the first person to be twice recognized as “Entrepreneur of the Year” in Minnesota.

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