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How Businesses Thrive, Instead of Merely Survive, a Rough Economy

– Bestselling Author's Research of Top Companies Produces Guide to Success in Tumultuous Economy –

San Diego, CA – September 22, 2009 – “The recession might be officially over, but for managers, employees and organizations across the U.S., the recovery will plod on for years,” says Dr. Bob Nelson, management expert and bestselling author, in reference to the “jobless recovery” predicted by many leading economists.

In a weak economy where business revenues have tumbled and millions of jobs have been lost, managerial and employee anxiety mounts and morale drops, impacting individual and overall company performance. Despite this, some companies have managed to thrive.

How? In his latest book, *Keeping Up in a Down Economy: What the Best Companies do to Get Results in Tough Times*, (www.keepingupbook.com), multimillion-copy bestselling business author Bob Nelson, Ph.D. (*1001 Ways to Reward Employees, Managing For Dummies*), provides a blueprint for managers and businesses on how to enhance employee morale, performance and productivity in a challenging economy – all without spending a lot of time, money or resources.

Dr. Nelson's book examines variances in management practices between companies whose employee engagement scores have dramatically increased during the current recession, compared with organizations whose scores nosedived over a comparable period. Based on this research, he identifies six clear dimensions that any manager or organization can implement to create a more motivating work environment for their employees today:

- Create a Clear and Compelling Direction
- Direct, Open and Honest Communication
- Involve Employees and Encourage Initiative
- Increase Employee Autonomy, Flexibility and Support
- Continued Focus on Career Growth and Development
- Recognize and Reward High Performance

To keep employees focused and motivated in difficult times, managers must be proactive, positive and forward-looking in systematically applying these dimensions on a daily basis with their employees. Dr. Nelson clearly articulates how businesses can accomplish this, using his trademark style of simple yet powerful insights, combined with concise, low-cost and practical suggestions -- all supported by real-life examples from successful organizations.

“This book will help keep employee energy and focus where it needs to be so that any business can emerge stronger and more competitive from these challenging economic times,” concludes Dr. Nelson.

In September, Dr. Nelson embarked on a nationwide speaking tour to promote his new book in 40 cities. For a list of tour dates and cities please visit www.keepingupbook.com.

About Bob Nelson, Ph.D.

Dr. Nelson is the president of Nelson Motivation, Inc., a management training and consulting company founded in 1994 that specializes in helping organizations improve their management practices, programs and systems. He appears frequently as a guest of national media on television and in print. Dr. Nelson holds an MBA in organizational behavior from the University of California at Berkeley, and received his Ph.D. in management from The Peter F. Drucker Graduate Management School at Claremont Graduate University in Los Angeles.