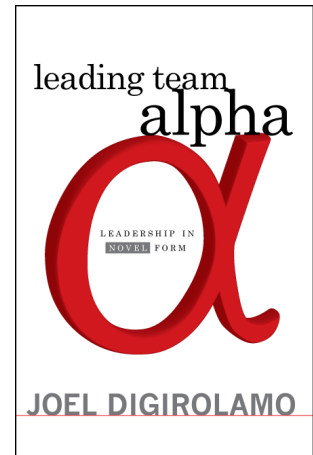


FOR IMMEDIATE RELEASE

Learning to lead just got a lot more fun. PranaPower Releases New Leadership Novel

Leading Team Alpha is a new novel that illustrates the five fundamental elements of business leadership through a compelling narrative with real life characters.

Lexington, Kentucky, Nov. 23, 2010 – Just published and in bookstores, *Leading Team Alpha* is designed to help students and professionals learn business leadership fundamentals. *Leading Team Alpha* is unique because it is not a business manual but a novel teaching the results of decades of leadership research.



Plot and setting: The story takes place primarily in Ann Arbor, Michigan, with several scenes in Bengaluru, India. Software business Dandadata suddenly finds itself trailing its major competitor, which has just announced a new version of their key product. Dean, a young manager at Dandadata, must rise to the occasion, rapidly build his small team and incorporate NU technology into the DandaData mainstream product line in time to save the company.

During this journey, the five fundamental elements of leadership are illustrated. These elements are distilled from decades of leadership research, and this unique format finally makes this academic research not only more accessible to the business community—but a lot more fun!

Observe the underdog Dean learning these leadership elements from insightful Sol, an old university professor, and watch eagerly as he applies them to his emerging team. Sol teaches the fundamental elements of leadership as:

- Selecting team members
- Motivating team members
- Ensuring alignment with the organization
- Maintaining the team's focus on the goals
- Ensuring job satisfaction so that team members do not drop out

Sol also teaches the history of leadership research, background on the five-factor model of personality, the role of the ego, worker motivation, and more.

Behind the Scenes of *Leading Team Alpha*

Leading Team Alpha was published on October 22, 2010. This 222 page, 6"x9" hardcover book (ISBN 978-0-9770884-3-0) is available from Amazon.com, and other book retailers. It contains illustrations, references, and an index. Electronic versions of *Leading Team Alpha* will be available for the Kindle, iPad, and other platforms in the first quarter of 2011. More information, including sample pages, is available at www.leadingteamalpha.nu.

***Leading Team Alpha* is a unique leadership book because**

- 1) it is written as a story instead of a dry treatise.
- 2) it is about the scientifically determined elements of leadership, attempting to bridge the gap between the academic and business communities.

Title: *Leading Team Alpha*

Subtitle: Leadership in Novel Form

Author: Joel DiGirolamo

Publisher: PranaPower, LLC

BISAC: Business & Economics / Leadership

Design: Cover design, illustrations, and book layout by Noe Design, Lexington, KY, USA

Target Market: Professionals interested in leadership and university courses in management and leadership.

About the Author

Award-winning author Joel DiGirolamo has more than 30 years of staff and management experience in Fortune 500 companies. He has a BSEE, MBA, and a masters degree in psychology. Joel has been a keynote speaker at international conferences, and is a member of the American Psychological Association (APA), the Society for Industrial and Organizational Psychology (SIOP), and Society for Human Resource Management (SHRM).

About PranaPower, LLC

PranaPower, LCC is in the business of publishing high quality books and providing learning experiences for professionals in all industries. PranaPower, dba Turbocharged Leadership provides workshops, seminars, and provocative speaking engagements to enhance leadership and team performance. *Yoga in No Time at All*, published by PranaPower, LLC in June 2009 has received four literary awards.

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