

FOR IMMEDIATE RELEASE

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Not Your Father's Leadership! Generation Y Millenials Have Their Own Definition of Leadership

Generation Y Millenials have their own ideas about what leadership is—and it's not what you learned in school! In her new book, "*Kissing the Corporate Frog: An Enlightening Story about Leadership Traits 21st Century Employees Admire and Respect*," Marilyn Haight (author of *Who's Afraid of the Big, Bad Boss?*) introduces you to seven young managers at the fictitious Omnipotent Digital Corporation who are working on a project that their bosses have doomed to failure. She lets you eavesdrop on their conversations to learn the four traits they look for in management—and to discover who they see as their leadership role model.

Today's generation of employees grew up with direct, instantaneous access to information. They are likely to search online to verify your message, as you speak, and challenge you with any contradictory information they find—no matter who you are. They've been conditioned by society to respond in this way. All their lives, they've been bombarded with trickery in advertising, media slants and political persuasions. And they can name many top-level managers who've gone to prison for unethical behavior—so titles and positions don't impress them.

And this new generation doesn't buy into the old idea of leadership as "the ability to get others to do what you want them to do." In fact, they don't buy into any popular leadership theories because they have their own.

In "*Kissing the Corporate Frog*," you'll learn how to become a trusted and respected leader in the 21st Century—no matter what formal position you hold. And the surprise ending will have you cheering!

To learn more about "*Kissing the Corporate Frog: An Enlightening Story about Leadership Traits 21st Century Employees Admire and Respect* " (Worded Write Publishing; 2008; ISBN 978-0-9800390-0-9; \$10.00), or to obtain a review copy, contact Marilyn Haight at (623)-825-3845. You may also visit <http://www.bigbadboss.com> and click on the "Kissing Corporate Frog" or "Contact" button. The book is on sale now at Amazon.com <http://www.amazon.com/dp/0980039002/> and available through your local bookstore.

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