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FOR IMMEDIATE RELEASE

NEW BOOK SUGGESTS IT'S ENTIRELY POSSIBLE TO LOVE YOUR WORK International OD Consultant David Firth Releases Must-Read Book

Fort Collins, CO September 13, 2010 – Organizational development consultant, speaker, and author David Firth has released a book that helps readers discover both success *and* fulfillment at work. *From Making A Living To Creating A Life – How To Be Happy And Successful By Utterly Transforming Your Work* will reverse people's notions about the trials and tribulations of work as we've know it for eons.

How many people can say that they love their work? We have an engrained attitude about work: It's a necessary evil. You must do it to earn a living, but you won't find it fulfilling or enjoyable.

How to liberate ourselves from this flawed belief – that's David Firth's focus.

In his thirteenth book, business author David Firth examines the limiting aspects of work culture. He convinces readers that it's not work that we detest, but instead how we show up at work ourselves. Broken communication, blame games, personal fears and insecurities, immature relationships—these are the things that make work difficult, stressful, and not fun. They can be eliminated.

In other aspects of our lives we actively try to fix problems. We work on our health, our marriage, our relationship with our children—why not work on our work?

The acclaimed author explains how to change one's attitude about work. We can reverse years of seeing it as the 'daily grind' by adopting an informed positive outlook and taking steps to change. David offers concrete advice, tricks, and tips to turn employees' thinking on its head and give them new-found personal power. Ranging from how to communicate, which attitudes they can readily adjust, and what they *can bring* to their work to make it altogether *better...* the insights come rapid fire.

Three audiences will benefit greatly from this 170 page paperback book:

- a) those looking to ameliorate conditions on the job
- b) those who want to achieve heightened success at work
- c) those looking for general happiness in life

I have read all of David's books. His witty, thought-provoking style has always been a welcome antidote to the normal intellectual drudgery in Management textbooks.

I particularly like the "nine things we could say to our children about work". I know my kids will get better advice from me as a result!

Peter Attfield

VP - Leadership & Organization Development, Unilever plc

David Firth is an organizational development consultant, motivational speaker, and the author of many successful books. Born in Britain and a graduate of Oxford, he established his career in the U.K before moving to Fort Collins, Colorado in 2009.

David's book is available on Amazon.com, in USA bookstores, and on his website.

<http://www.davidfirth.com/buy-davids-books/>

Listen to his interview on "Creating The Life You Love To Live" September 22, 2010

<http://www.blogtalkradio.com/bevinlynch>.

Find David on Facebook:

<http://www.facebook.com/DavidFirthConsulting>

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