



The NEW BOOK from
CAROLE SPIERS
The Essential Guide to Managing Stress

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FOR IMMEDIATE RELEASE

**'Show Stress Who's Boss!' - a timely new book by
leading stress expert reveals a no-nonsense approach
to managing stress**

Just as stress has been officially identified as the biggest cause of absenteeism, a topical new book sheds new light on the urgent problem of dealing with stress in the workplace. BBC Guest-Broadcaster and Motivational Speaker, Carole Spiers tackles these important issues with the authority of a leading expert on stress reduction in her new book '*Show Stress Who's Boss!*', the subject of a major launch this week, as widespread fear of redundancy has been echoed in the findings of the Chartered Institute for Personnel and Development that stress is the No.1 reason for absence from work.

A timely reaction to the current downturn, Carole's inspirational book is an easy-to-follow, insider's guide that equips everyone with the tools and techniques to help reduce stress at work. Updated from the author's experience of over 20 years with blue-chip clients, both in the UK and abroad, it details classic work stress interventions together with new evolving techniques, as well as identifying the many myths that surround the subject of stress.

The new book is aimed at a wide audience – from an individual who needs to effectively manage personal pressure to a manager who has to deal quickly with any symptoms of stress in the workplace. It tackles increased absenteeism, cuts in staffing and fears over job security, head-on. These tools and strategies make vital recommended reading for all senior teams as being essential for the maintenance of a sustainable business during this tough economic climate.

'*Show Stress Who's Boss!*' is due to be released at the Institute of Sales and Marketing Management Conference to be held the Ricoh Centre in Coventry on the 20th October 2011.

The author, work stress expert, Carole Spiers says *“Stress is weighing heavily on managers as they strive to maintain turnover by retaining talent and building resilient teams. Stress can damage the employee and the employer alike. As a threat to business performance, it needs to be identified early and managed efficiently. Ignoring excess work pressure will result in poor talent retention and low morale.”*

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About Carole Spiers

Carole’s credibility is rooted in twenty years success as CEO of a leading UK Stress Management Consultancy, working with equal success both in the UK and the Gulf. She is an acknowledged authority on corporate stress, and a BBC Guest-Broadcaster. An international motivational speaker, Carole is also a weekly columnist for Gulf News, writing on topical work stress issues facing Middle East Management, and is regularly called upon by the national press and media for comment. She is past President of the London chapter of the Professional Speaking Association and former chair of the International Stress Management Association.

As a media outlet that is interested in this subject matter, you may wish to interview Carole for professional comment.

“Show Stress Who’s Boss!” by Carole Spiers. ISBN 978-0-955038-03-7.

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Amazon Kindle and other ebook formats. 261 pages Fully illustrated.

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