

New York Times bestselling author Dr. Bruce Piasecki speaking at Trinity College Innovation Café

October 14, 2014 Glasgow, Scotland >> New York Times bestselling author and CEO of New York based management consulting firm, AHC Group, Inc. Dr. Bruce Piasecki, will be presenting at the Trinity College Innovation Café on Tuesday October 14, 2014. Attendees to Piasecki's lecture, *Creativity Thinking and Innovation*, will benefit from his decades-long career in consulting multinational corporations on competing and succeeding in the 21st century; in a world with seven billion citizens and where social responsiveness is key.

Dr. Bruce Piasecki is the author of nine books and has been serving multinational corporations for 30 years on the topic of corporate governance, sustainability and environmentalism. He has served on Vice President Al Gore's White House Council on Environmental Technology, and prior to was assigned a post under Gov. Mario Cuomo as an advisor/researcher for New York State energy research and development. In 2007, he published *World, Inc.* in which he presented the revolutionary idea of social response capitalism as the means to an improved world economy that serves both corporations and society. It was published in nine languages. In 2012, he channeled Ben Franklin with *Doing More With Less* and posited the theory that competitive frugality would align the rules under which people and business exist. Its follow-up piece, *Doing More With Teams* explores how group dynamics and a shared value approach achieve results. The lecture begins at 1 pm, Tuesday, October 14.

For more information, visit brucepiasecki.com & doingmorewithlessbook.com.

For questions or press materials, contact Karen Wallingford at Wildwood Publicity.
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Dr. Bruce Piasecki

A media flyer for Bruce Piasecki's books. At the top, three book covers are displayed: 'DOING MORE WITH LESS' (white cover), 'DOING MORE WITH TEAMS' (blue cover), and 'WORLD INC.' (red cover). Below the covers are three columns of logos for media outlets that featured the books. The first column lists bestseller lists, the second lists national news outlets, and the third lists other national news outlets. The URL 'WWW.DOINGMOREWITHLESSBOOK.COM' is at the bottom.

THE NEW WAY TO WEALTH
DOING MORE WITH LESS
BRUCE PIASECKI

THE NEW WAY TO WINNING
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- WALL STREET JOURNAL (Non-fiction & Business)
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