

StrategyDriven

effective executives, efficient employees



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Learn to Deal with Unnecessary Marketplace Uncertainty with the STRATEGYDRIVEN EDITORIAL PERSPECTIVE

Learn how to deal with the market's unnecessary uncertainty with the StrategyDriven Editorial Perspective column and podcast. Our editors examine the dithering, favoritism and power grabs upsetting the marketplace and provide actionable insight as to how effective leaders deal with these conditions in a way that positions their organization for long-term success.

Atlanta, GA (June 28, 2010) – Today's marketplace suffers under the tremendous weight of unnecessary uncertainty created by the dithering, favoritism and power grabs of lawmakers and large multi-national corporate executives. Leaders seeking to respond to this uncertainty in a manner that generates value-adding results need to look no further than the StrategyDriven Editorial Perspective column and accompanying podcast now available at StrategyDriven.com.

“All markets possess a natural amount of uncertainty and it is from uncertainty that great business opportunities are born,” explains Karen Juliano, StrategyDriven's Editor-in-Chief. “Some uncertainty, however, is unnecessary; creating risk without proportionate reward. Fully avoidable, unnecessary uncertainty arises from the efforts of those who would seek to

manipulate and/or control the marketplace to advantage some and punish others. It is not an attempt to bring fairness to the market but rather to garner personal, governmental and corporate power by changing the rules of an equitable game after it has already started.”

The StrategyDriven Editorial Perspective column and podcast examine the areas of unnecessary uncertainty; calling out the policies, practices, and perpetrators driving these conditions and their impact on the marketplace. Unlike other commentaries that decry the unfairness of these events or focus on what should be done in Washington, the boardroom, or by the masses, StrategyDriven editors convey a perspective on how effective leaders deal with these conditions in a way that positions their organization for long-term success... without suggesting the next best stock pick.

StrategyDriven Editorial Perspectives are fact-based, balanced, and business focused. Readers are asked to share their thoughts; challenging the StrategyDriven team’s thinking and perspective and offering an expanded view to StrategyDriven’s audience.

About StrategyDriven

Get the benefits of an experienced MBA staff without the expense at StrategyDriven.com. Developed by management and training professionals, StrategyDriven offers small-to-medium sized businesses (SMB) a wide array of best practice business planning and execution tools for executives and managers; how-to advice; example-rich podcasts; and customizable ready-to-use templates.

StrategyDriven.com began posting free articles in July 2007 and added podcasts in November 2007. In July 2008, StrategyDriven began offering interviews of industry-leading

experts on a variety of business-centric topics. Individuals registering with StrategyDriven also receive an exclusive four-part whitepaper series on how to develop a performance measurement system that will help drive execution of their organization's strategy.

At StrategyDriven.com, our goal is to provide real-world applications of strategic business planning and tactical execution best practices – a blending of information and experience practically applied in the workplace combined with a degree of research and academia – to small-to-medium size businesses that wouldn't normally have access to these resources.

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