



For Immediate Release

Amazon bestseller *Strategy Execution Heroes* re-launched

Brussels, March 2012

Strategy Execution Heroes – expanded edition is now available. The first edition was launched in January 2010 and was quickly declared a hot new release making the Amazon bestseller lists in five countries. The Dutch version – *Strategiehelden* – was nominated for Management Book of the Year in 2011.

Strategy Execution Heroes – expanded edition includes 60+ pages of new material on the Balanced Scorecard and strategy, 12 new downloads and a 60-min audio file from the *Next Generation Strategy Event* where Jeroen De Flander shared the stage with Michael Porter, Costas Markides and Roger Martin, three of the world's top 50 thinkers predicting strategic thinking in 2020!

G rard Mestrallet, CEO of GDF SUEZ says: "*Our world is facing uncertainties never seen before. Designing winning strategies, as tough as it can be, is only part of the challenge facing senior management. The most difficult part is to continuously translate our strategy into superior performance at all levels of our organisations. That's what Strategy Execution Heroes is all about: tips and tricks to get things done*".

Bruno Lanvin, Executive Director at INSEAD: "*Organisations have become very aware that much great strategy is lost before it's turned into performance, mainly as a result of poor execution skills. Strategy Execution Heroes is a significant step towards addressing that gap: it takes strategy to the manager level, providing practical everyday recipes to make sure that the 'big picture' does not remain a boardroom abstraction*".

Jeroen De Flander is an international Strategy Execution expert, executive coach, seminar leader and highly regarded keynote speaker. Jeroen has helped more than 19,500 managers in 24 countries master the necessary execution skills. For several years, he was Arthur D. Little's responsible manager worldwide for the Balanced Scorecard product line.

➡ Visit the *media room* for more information, testimonials and pictures on <http://www.the-performance-factory.com/en/strategy-execution-heroes/media-corner/> or <http://bit.ly/se-heroes>

➡ To request a *review copy* or *interview* with the author, write to info@the-performance-factory.com

###