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**Business Analysis Framework Predicts Stock Market Prices**

*Four business school professors publish their findings in a new book*

**Ann Arbor, MI November 28, 2006** - Kim S. Cameron, Professor of Management and Organization; Jeff DeGraff, Professor of the Practice of Management; and Robert E. Quinn, Margaret Elliott Tracey Professor of Business Administration, from the University of Michigan's Stephen M. Ross School of Business; along with Anjan V. Thakor, John E. Simon Professor of Finance, Olin School of Business at Washington University, St. Louis, Missouri, collaborated in releasing *Competing Values Leadership, Creating Value in Organizations* (Edward Elgar Publishing, \$85.00 USD, ISBN 1845427351). It is a comprehensive guide to the Competing Values Framework (CVF), a model for business analysis created to foster successful leadership, improve organizational effectiveness, and promote value creation. Based on over 25 years of academic research and testing, the CVF has been utilized in hundreds of companies, including top corporations such as 3M, Apple Computer, American Express, Johnson & Johnson, LG, Pfizer, and Toyota.

"I recommend this book to anyone wishing to understand and practice leadership," says Andrew H. Van de Ven, Heath Professor of Organizational Innovation and Change, Carlson School of Management, University of Minnesota; editor, *Handbook of Organizational Change and Innovation*. "I have followed the development and testing of the Competing Values Framework over the years. It makes important contributions to both theory and practice."

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The CVF helps corporate management to think differently about value creation and shows them how to clarify strategy, prioritize change, integrate practices, and lead people. The authors have provided tools and methodologies that can be employed in finding untapped potential and growth opportunities, as well as demonstrating the clear link that exists between leadership behaviors and stock market prices. By applying the CVF concepts to evaluate a sample of public companies (2,300 to 3,000 firms in six industries) over a ten year period, the authors were able to predict future market value, since the CVF assesses a firm's performance in a way that exceeds normal financial analysis.

Co-author, Professor Robert E. Quinn, concludes that the book should be on the shelf of every leader, consultant, educator and scholar, as “the Competing Values Framework is a very powerful organizational model for leaders interested in enhancing and creating value in their own enterprises.”

### **Competing Values Company**

Competing Values Company is an Ann Arbor, Michigan based consulting firm that assists leaders in facilitating change, innovation and growth. Their expertise has been shared with the world's leading corporations in the Automotive, Biotech, Information Technology, Financial Services, Food Service, Pharmaceutical, and Consumer Electronics industries. Visit their web site at [www.CompetingValues.com](http://www.CompetingValues.com) or contact John DeGraff, Executive Director of Marketing at (608)516-7395 or email him at [John@CompetingValues.com](mailto:John@CompetingValues.com) to learn more.

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