

Golf News for Wednesday, January 13, 2010 | [Books](#)

## Newly published "Plugged" presents business fable with golf theme

CINCINNATI -- Golf is THE sport in business. Now it's also the perfect backdrop for teaching the corporate world's most important lessons, too. *Plugged* (April, \$19.95, Clerisy Press) shatters the business fable stereotype with powerful and practical lessons on digging out of difficult situations and achieving success. Authors (and husband-and-wife team) Krissi Barr and Dan Barr drive their first book long and down the middle of the fairway with captivating story-telling, humor, and compelling take-away value.

Only hours after his boss leaves for a weeklong vacation, Chet McGill, the dedicated VP of Sales at AlphaMax Manufacturing, is under fire. Trident, his biggest client, is being pursued aggressively by a new competitor. At the same time, Chet is feeling more than a little off as he preps for a golf tournament in which he's partnered with Trident's VP of Operations. Faced with big problems and with all eyes on him, Chet learns to get back to what's most important to his company, his clients and himself.

A business book in the spirit of *Who Moved My Cheese*, the Barrs deliver a fable that is engaging, engrossing and empowering. *PLUGGED* teaches readers to shoot for "PAR," a simple, proven method to achieve success based on three foundational elements:

- Prioritize. Focus on what matters most.
- Adapt. See change as an opportunity.
- Be Responsible. Take ownership of the outcome.

The PAR model can be further explored by readers through the interactive tools at [www.pluggedthebook.com](http://www.pluggedthebook.com), including the Online Business Assessment and the PAR Business Scorecard.

*PLUGGED* will fire up the team with its unique combination of business drama and personal challenges about getting the right things done...and winning! A perfect airplane read, the lessons will resonate with readers and provide powerful take-away value for everyone in the business world.

Krissi Barr and Dan Barr are dynamic business leaders, avid golfers, and first-time authors. Krissi is president and founder of Barr Corporate Success, a business consulting firm specializing in strategies to achieve maximum profitability for a wide range of clients. Dan Barr is a senior executive at business services leader, Cintas. Graduates of Miami (OH) University, where Krissi also earned her MBA, this creative couple recently celebrated their twenty-sixth wedding anniversary. They reside in Cincinnati, Ohio.

### **PLUGGED**

#### **Dig Out and Get the Right Things Done**

By Krissi Barr and Dan Barr

Clerisy Press • April 2010 • \$19.95 • ISBN 978-1-57860-444-9

Cloth original • Illustrations throughout, discussion guide • 138 pages

For more about *PLUGGED*, including the Online Business Assessment and the PAR Business Scorecard, visit [www.pluggedthebook.com](http://www.pluggedthebook.com)

*MEDIA: For cover scans, excerpts, review copies or to book an interview with the authors, contact:  
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