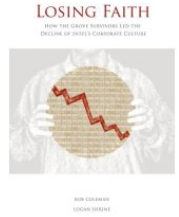**FOR IMMEDIATE RELEASE – March 28, 2007**

"Like prophets in pinstripes, the authors of ***Losing Faith*** take readers 'inside' Intel for a first-hand look at the inner workings of this famed leviathan. Coleman and Shrine show how Intel, once known for its entrepreneurial egalitarianism, has become a sluggish, ineffectual bureaucracy dominated by cronyism." – J.W Graham, PhD.

What Happened to Andy Grove's Intel?

Corporate Values generally define the institutional standards of behavior and can be quite telling for any corporate culture. Senior executives routinely associate ethical behavior, honesty, integrity, and social concerns as part of their companies' agendas. Corporate culture, if embedded in the DNA of the employees, should reinforce those values.

But what if the culture and the performance review system aren't designed to effectively reinforce these values? For example, what happens when employees observe senior management behaviors that are contrary to the published values? What if senior executives don't hold themselves accountable to the same values as employees? What happens to employee motivation? More importantly, what happens to overall company performance?

What we find inside ***Losing Faith*** is a fascinating journey with each page taking the reader through an incisive analysis of the company's cultural changes under each of its CEOs. It gives particular weight to the legacy of Andy Grove, who nourished a culture of intimidation that had less obvious, pernicious long-term effects. ***Losing Faith*** is particularly critical of the less than stellar years under Craig Barrett where the culture became less focused and more bureaucratic, putting Intel's microprocessor design significantly behind AMD for the first time in its history. The book leaves you wondering if Intel is a ship without a rudder, especially as the digital world goes through its next revolution in the home.

BOB COLEMAN and LOGAN SHRINE are industry veterans who have a combined 35+ years of work experience, including over 15 years at Intel. They hold advanced degrees from top-notch universities and have served in leadership positions within a variety of professional associations and nonprofit organizations.

###

Losing Faith: How the Grove Survivors Led the Decline of Intel's Corporate Culture by Bob Coleman and Logan Shrine. First Edition. 6″ X 8″, 223 pages with illustrations. ISBN 978-0979168109. $29.95.

Available at Amazon.com and soon on BarnesandNoble.com. Group Sales available at Losing-Faith.com.