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PRESS RELEASE

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R. Michael Rose Announces New Book, *ROE Powers ROI*

The book introduces the Return on Energy methodology to enhance employee engagement and increase employee productivity to maximize ROI

IRVING, TX – Entrepreneur and author R. Michael Rose today announced the launch of his first book, entitled [*ROE Powers ROI: The Ultimate Way to Think and Communicate for Ridiculous Results.*](#)

“ROI measures the investment of time and money, but also energy. What we simply like to call ROE,” explains Rose. “[Return on Energy](#) is getting the right people in the right positions to maximize employee engagement and maximize company success, or ROI.”

ROE Powers ROI introduces Rose’s game-changing approach to business, Return on Energy®. Return on Energy, or ROE™, provides a solution to the number one problem companies struggle with today—getting the right people into the right seats—and takes it one step further: to get those people communicating and thinking the right way. In other words, when the right thinkers are filling the right positions, companies experience a dramatic increase in employee productivity and genuine [employee engagement](#), maximizing and organization’s success, or Return on Investment.

The official launch event for *ROE Powers ROI* is the Untyed leadership breakfast on Tuesday, February 14, 2012, at the Timarron Country Club in Southlake, Texas. As the featured speaker at this invitation-only event, Rose will present “The Ultimate Way to Think and Communicate for Ridiculous Results.”

ROE Powers ROI: The Ultimate Way to Think and Communicate for Ridiculous Results is currently available for purchase at major online retailers and on the book’s website, www.ROEPowersROI.com.

About Return on Energy:

Return on Energy®, or ROE™, is a game-changing business methodology. By providing a solution to the number one problem companies struggle with today—getting the right people into the right seats—and getting them to communicate effectively, organizations will maximize their success, or Return on Investment. Simply stated, ROE Powers ROI™.

About R. Michael Rose:

R. Michael Rose is the Founder of the Return On Energy, Inc., CEO of Rose Group Companies, and author of *ROE Powers ROI: The Ultimate Way to Think and Communicate for Ridiculous Results*. A scientist by training, a teacher by nature, and an entrepreneur by spirit and drive, Rose brings his unique perspective on business organizations and communications to clients and audiences alike.

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