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Business Wire - Press Release

This Ground-Breaking Book Introduces the Concept of Virtual Distance to Show Businesses That There Are Definite Costs to Doing Work in a Virtual Environment

04.28.08, 7:59 AM ET

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Research and Markets (<http://www.researchandmarkets.com/reports>) has announced the addition of "Uniting the Virtual Workforce: Transforming Leadership and Innovation in the Globally Integrated Enterprise" to their offering.

Today, almost all organizations are struggling with the impact that virtualization is having on the workplace. Yet, a full comprehension of what the costs of virtualization are, is lacking.

This ground-breaking book introduces the concept of virtual distance to show businesses what they have felt has been occurring all along, that there are definite costs to doing work in a virtual environment. It then goes a step further and offers proven methods for measuring these costs and guidance on managing them.

Authors bio:

Karen Sobel Lojeski, PhD, is CEO of Virtual Distance International, a consulting firm specializing in measuring and managing the impact of virtual distance in the workforce; a contributing writer to CIOInsight.com; and a popular speaker on Virtual Distance and the impact it has on today's workplace.

Richard R. Reilly, PhD, is a Professor of Management at the Wesley J. Howe School of Technology Management at the Stevens Institute of Technology and Chief Technology Officer at Virtual Distance International. He is the co-author of Blockbusters: The Five Keys to Developing Great New Products.

Contents:

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Chapter 5. Managing Virtual Distance.

Chapter 6. Re-Defining Teams.

Chapter 7. Ambassadorial Leadership.

Chapter 8. Innovation.

Chapter 9. Technology: The Elephant in the Room.

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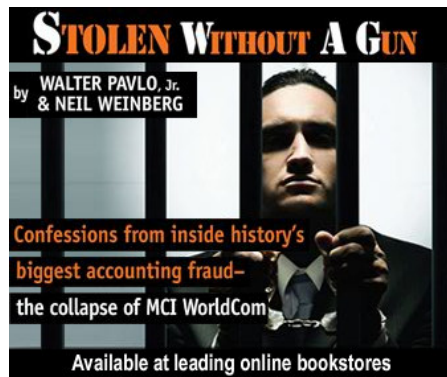
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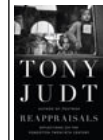
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