

FOR IMMEDIATE RELEASE**The Service Profit Chain Institute Announces Publication of “The Ownership Quotient”****New York launch scheduled for January 13 at The Plaza in New York**

BOSTON, MA, NOVEMBER 20, 2008 – Ten years after the book “The Service Profit Chain” introduced a pioneering method for businesses to generate and sustain long-term profitable growth, a new book examines just how powerful that model has been for some of the country’s major corporations.

“The Ownership Quotient, Putting the Service Profit Chain to Work for Unbeatable Competitive Advantage”, from Harvard Business Press, takes a look at the competitive advantage gained by such companies as Harrah’s Entertainment, SAS, Wegmans Food Markets and ING Direct by implementing service profit chain concepts.

Authors James Heskett and W. Earl Sasser, of the Harvard Business School, along with Joe Wheeler, Executive Director of the Service Profit Chain Institute, combine effective research, sound results and compelling business advice in a book that is a must-read in today’s challenging economic environment.

“There has never been a more important time to examine the essential link between employees, customers and profit, and the examples we provide will provide the owner of any business, large or small, a way to successfully navigate their way to long-term growth and profits,” said Joe Wheeler

The book will be available November 21, 2008 from major booksellers including Barnes & Noble and Amazon.com.

“The Ownership Quotient” also has received some impressive endorsements from business leaders, including Scott Cook, Founder and Chairman of the Executive Committee of Intuit.

“I pinched myself as I read this. Could it really be this powerful? Could it really be this simple? This book reveals the profit engine, both rigorous and human-centered, that has changed industries. How different my business would be now if I’d had this book years ago!”

“The Ownership Quotient” will be officially launched at a breakfast at The Plaza Hotel in New York on Jan. 13, 2009. The event will feature Harrah’s Entertainment CEO Gary Loveman, and Jim Goodnight, CEO of SAS. Authors Heskett, Sasser and Wheeler will facilitate a discussion with executives attending from the New York City area.

For additional information on “The Ownership Quotient”, contact Laura Gallant at laura.gallant@serviceprofitchain.com or visit www.ownershipquotient.com.

About The Service Profit Chain Institute – The Service Profit Chain Institute is a Boston-based research and consulting firm dedicated to helping companies achieve better performance by improving the linkage between employees, customers and profits. The Service Profit Chain Institute was founded by Mr. Wheeler and Professors James Heskett and W. Earl Sasser of the Harvard Business School, to partner with companies to bring the concepts associated with the service profit chain to life in their own organizations.

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