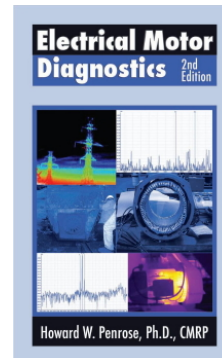




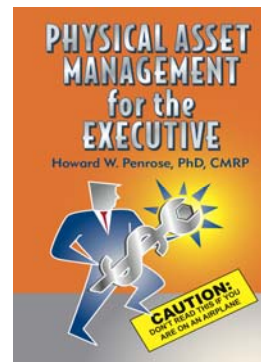
SUCCESS by DESIGN

AWARD WINNING CONSULTING



For Immediate Release

March 12, 2009 – Old Saybrook, CT and Naperville, IL – Award Winning author, publisher and reliability and maintenance consulting firm SUCCESS by DESIGN® announces that Howard W Penrose, Ph.D., CMRP, has received notification that Electrical Motor Diagnostics: 2nd Edition has been named a Finalist in the coveted 2008 ForeWord Book of the Year Awards (BOTYA) in the Reference/Textbook Category. The BOTYA is given for books based upon editorial excellence, professional production, originality of the narrative, author credentials relative to the book, the value the book adds to its genre, and where the book offers practical knowledge where none existed before. The judges include a panel of readers, librarians and booksellers who select Finalists and then their position as winning titles. Announcements are to be made on May 30, 2009, at the New York BookExpo America conference. SUCCESS by DESIGN Publishing joins its new peers Yale University Press, Duke University Press, University of Alberta Press, University of Arizona Press, The Museum of Modern Art, Peabody Museum Press, iUniverse, Harvard University Press, SUNY Press, Princeton University Press, Sylvan-Dell Publishing, Turner Publishing, University of Illinois Press and many other past and present recipients of the BOTYA.



With Dr. Penrose's book Physical Asset Management for the Executive winning the Bronze Axiom Business Book Award for the Operations Management category, they both represent the FIRST and SECOND books in the Reliability and Maintenance industry to receive international and independent book awards from the literary industry! SUCCESS by DESIGN Publishing has also been nominated for two IPPY awards for excellence in publishing for business and textbooks.



SUCCESS by DESIGN Reliability Services has received the 2005, 2006, and 2007 UAW-GM People Make Quality Happen Awards for energy improvements and cost savings, maintenance best practices, and environmental improvements with the 2008 nomination for additional asset management cost savings within General Motors for low to no investment programs.

Dr Penrose was also recognized as an IEEE EIC Volunteer in the March/April 2008 Electrical Insulation Magazine which led IEEE to contract SUCCESS by DESIGN to act as the Editors-in-Chief of the development and release of the IEEE DEIS Web (<http://www.ieee.org/go/deis>), the first IEEE Society Web 2.0 system.

SUCCESS by DESIGN Reliability Services and Publishing has held a reputation for leading and directing the industry. With a focus on electrical system reliability for commercial, industrial, and hybrid/electric vehicle systems, energy and environment, and the development of the concepts behind Reliability, Maintenance, Energy and Environment (RME&E), and training, SUCCESS by DESIGN continues to blaze trails for the industry.

As stated by Dr. Penrose: “We do what everyone else just talks about!”

Want action and to take part in success? Ready to escape the negative sales techniques and end-of-the world scenarios put out by other R&M consultants? Ready to be given ANSWERS, not vague thoughts, that can be implemented with guaranteed success? Ready to have your book published by a company that will actually promote you, your book and strive towards providing you the rewards you deserve? Ready to hang out on the hairy edge of success within the industry guided by proven, award winning experts? The competition complains about us because they want to BE us! Contact SUCCESS by DESIGN Today!

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