



RMC Publications Announces Advanced Ordering of New Leadership Guide by Best-Selling Author Jerry Manas

Managing the Gray Areas, a resource for leaders of people, projects and organizations, scheduled for worldwide release in January of 2008.

Minneapolis, MN ([PRWEB](#)) December 4, 2007 -- RMC Publications, the publishing arm of RMC Project Management, recently announced that preordering of Jerry Manas' highly anticipated leadership guide *Managing the Gray Areas, Essential Insights for Leading People, Projects and Organizations* has begun. The book, scheduled for worldwide release in January of 2008, touches on a number of leadership-based topics including principles, ethics, decision-making, incentives, staffing, critical thinking, communication, and more.

Manas, a highly visible contributor in general management and project management circles, regularly provides leadership and project management training to Fortune 500 companies across the globe. He recently helped lead over 400 volunteers in the creation of the Project Management Institute's new global standards for Program and Portfolio Management, and also contributed to the Organizational Project Management Maturity Model (OPM3). As one of the most popular and creative authors and speakers in the leadership space, Manas' first book, *Napoleon on Project Management* (Nelson Business, April of 2006), was a huge success within project management and general management circles.

The signing of Manas by RMC Publications, one of the fastest-growing project management publishing companies in the world, signals a significant shift in strategy as it relates to publishing business-related titles, which Manas embraces wholeheartedly. "I couldn't be more excited to work with Rita Mulcahy and her publishing company, RMC Publications, particularly because of their comprehensive business model," noted Manas. "Whereas in most publishing companies the book release is the end game, at RMC Publications the book itself is merely a starting point for what could be an entire suite of related products and training services."

Eric Rudolf, Director of Marketing, expanded on Manas' point. "At RMC Publications, we've made the decision to take a different approach to publishing. Instead of churning through multiple books until one happens to catch on, we're focusing on finding a smaller number of special books, then developing an entire series of products and classes from those central ideas." Rudolf also mentioned that RMC Publications is in discussions with a number of other experts and published authors, and hopes to make at least one more major signing by the end of the year.

RMC Publications has placed an initial order for 5,000 printed copies of *Managing the Gray Areas*, but anticipates that readers will quickly reserve much of this first print run during the six-week preorder period, which ends on January 15th of 2008. "Although orders have slowed just a bit, early on we were averaging nearly one preorder per minute," Rudolf noted. "And we have yet to really get into the heart of our promotional efforts."

Parties interested in reviewing the Table of Contents for *Managing the Gray Areas*, or placing a preorder at a significant discount from List Price [May Visit the RMC Website for More Information](#). Authors looking to make a book submission to RMC Publications are encouraged to contact Eric Rudolf directly, using the contact information attached to this release.

About RMC Publications:



Founded in 2001, RMC Publications is the largest publisher of project management titles, resources and ancillary products in the world. In addition to traditional books, the company offers value-added project management resources like software, audio books, flash cards and desktop calendars. RMC Publications works directly with the most innovative and knowledgeable authors in the world, including best-selling authors Rita Mulcahy (PM Crash Course™, PMP® Exam Prep, CAPM® Exam Prep, Risk Management Tricks of the Trade® for Project Managers), Jerry Manas (Napoleon on Project Management, Managing the Gray Areas) and several others.

Unlike traditional publishing companies, RMC Publications believes that the book itself is merely a first step into an entire suite of products and training services -- including audio books, classroom training, online courses and more.

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