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Davies-Black® Publishing Celebrates 10th Anniversary

Leader in business books achieves growth and garners praise by sticking to mission

Mountain View, CA February 3, 2005 With a clear focus of making business better with books, Davies-Black® Publishing, the book publishing arm of CPP, Inc. is celebrating its 10th anniversary. Over the past decade, Davies-Black has carved out a strong niche in the fields of leadership, management, organization development, human resource development, and career management. “During a period when many small and midsize publishers have disappeared or repeatedly reinvented themselves, our company has succeeded by defining a coherent mission and then sticking to it,” observed Maria Patrick, co-president of CPP, Inc.

“The mission of our company—and of our books—is simple,” explains Lee Langhammer Law, vice president and publisher. “Our books enable people to develop themselves, their work teams, and their organizations. They deliver innovative perspectives for human understanding and proven tools for informed action.”

Titles ranging from *Co-Active Coaching* by Laura Whitworth, Henry Kimsey-House, and Phil Sandahl; to *What’s Your Type of Career?* by Donna Dunning; to *Manager of Choice* by Nancy Ahlrichs all support the advancement of individual potential—and the improvement of organizations and their effectiveness.

While many individual titles have received positive reviews, Davies-Black’s focus and quality often lead reviewers to mention the publisher as well. A review of *Adaptive Coaching* by Training Media Review remarked, “Be sure to bookmark the publisher’s website. They consistently do good work.” And Christopher G. Murray, vice president and editor in chief of Soundview Executive Book Summaries, said, “Over the years, Davies-Black titles have consistently made Soundview’s list of best business books. The reason: topics that matter, expert authors, and rigorous editorial content that cuts fluff and articulates ideas clearly.”

“We plan to celebrate Davies-Black’s success throughout 2005 at major publishing events, with special offers for our customers, and by releasing some great new titles,” said Langhammer Law.

Patrick described the creation of Davies-Black: “Before 1995 CPP had published books for decades under its former name, Consulting Psychologists Press, but they were incidental to our core business of publishing assessments and training

tools. When we decided to expand book publishing, we identified the need for a separate imprint and a new focus.” Davies-Black was named in honor of Dr. John Davies Black, who co-founded Consulting Psychologists Press in 1956. To learn more or to find a current catalog, visit www.daviesblack.com.

About CPP, Inc.

CPP, Inc., is a leading provider of innovative assessments and training tools administered by professionals to meet individual and organizational development needs. Its hundreds of offerings have been used by millions worldwide for 48 years in such applications as leadership development, coaching, team building, retention, and career management. CPP’s research-validated products include the *Myers-Briggs Type Indicator*[®] (MBTI[®]), *Strong Interest Inventory*[®], *Fundamental Interpersonal Relations Orientation–Behavior*[™] (FIRO-B[®]), *Thomas-Kilmann Conflict Mode Instrument* (TKI), *California Psychological Inventory*[™] (CPI[™]) 434, CPI 260[™] and *Parker Team Player Survey* assessments. To learn more about CPP and its assessments or to learn how to become a qualified practitioner, visit www.cpp.com.

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