

## **Birkman International Publishes *The Birkman Reader***

**HOUSTON (January 4, 2007)** -- Collecting the creative approaches of some of the top Birkman certified analysts in the world, Birkman International has published the *Birkman Reader*, a collection of essays and case studies through which Birkman consultants can gain a greater understanding of the power and flexibility of the Birkman Method ®.

"This book pulls together data and analysis from a wide variety of writers regarding a tremendous range of applications," said Alan B. Bernstein, Editor of the *Birkman Reader*. "From corporate America, to hospitals, to hedge funds, to life coaching, the range of the topics addressed inside this book attests to the plasticity of the generated data."

The *Birkman Reader* is divided into five sections: Personal Growth and Development, Empowering Birkman Data, Transitions, Raising Group Consciousness, and Understanding Birkman Structure. With articles on everything from "The Birkman Method's Role in Employee Self-Reliance and Accountability" to "Enabling Emotional Intelligence," the *Reader* seeks to showcase the myriad creative ways in which the Birkman can be used to foster self-awareness as a foundation for personal and organizational change.

A year in the making, the *Reader* also includes a Birkman Profile Summary of each contributor, allowing those interested to compare the writing styles and concerns of the analysts involved -- a mini-lesson in itself on how work preferences can structure output and data.

"The *Reader* is a rich anthology from highly skilled Birkman practitioners who were willing to share their insights and success stories for the benefit of others," said Dr. Roger Birkman in the *Reader's* introductory interview.

With both a layman's level of relaxed, informal usage, and a professional's depth and range, the *Reader* offers something to those at all points of familiarity with the Birkman Method, opening new avenues of thought for the experienced user, while displaying the overwhelming opportunities for exploration and development for novices.

"I am very grateful to all of the dedicated consultants who contributed their time and expertise to make this book available for the benefit of the newly certified as well as for all of our other consultants who wish to enhance and expand their use of the Birkman Method," said Dr. Birkman.

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### **About Birkman:**

The Birkman Method ® has been in use for over 50 years and has been used by over 2 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies, and individuals. The assessment accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths. For more information: [www.birkman.com](http://www.birkman.com) or 1-800-215-2760.