



For Immediate Release

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Dendog Strategy Insights Founder Launches Latest Book

“The Top 10 Things My Dog Taught Me About Being a Leader”

Irvington, Virginia –April 18, 2022 - Dendog Strategy Insights, a management consulting firm, today announced the formal introduction of a new book by its President and Founder Dennis Amorosano.

“The Top 10 Things My Dog Taught Me About Being a Leader” is a book focused on the leadership qualities exhibited by dogs and how these qualities can be incorporated in one’s daily business life. The book, Mr. Amorosano’s second in the series, provides guidance to both existing and prospective leaders on the actions and behaviors suitable for developing strong leadership skills. Mr. Amorosano delivers salient advice on topics including setting expectations, delegation, letting personnel fail and being strategic to name a few. By citing examples and research specific to the behavior of dogs, readers are enlightened as to how the simple things our dogs do can be a guide for leadership excellence.

“Having had a number of dogs during my life, I always marveled at how they often exhibit leadership traits in many situations,” said Dennis Amorosano, president and founder, Dendog Strategy Insights LLC. “Thinking about such behavior I thought I could draw parallels between dogs and how some of their actions could positively influence the development of leadership skills thereby helping individuals become more effective leaders.”

“The Top 10 Things My Dog Taught Me About Being a Leader” was inspired by Mr. Amorosano’s dog and honorary chairwoman of Dendog Strategy Insights LLC, Kiwi Pineapple Elizabeth III or ‘Kiwi’ for short.

“Dennis’ thoughtful and courageous leadership style is on display throughout these pages serving as a valuable North Star for both emerging and experienced business leaders,” said James Sharp, former executive vice president & general manager, Canon Solutions America. “The examples and advice offered throughout the book are of value to both the seasoned leader and those aspiring to leadership excellence.”

Mr. Amorosano’s latest book will be available for pre-orders today and formally released on May 3rd. The book forward is immediately available as a free download while author signed paperback editions may be purchased via the Dendog Strategy Insights website at www.dendogstrategy.com/shop. *“The Top 10 Things My Dog Taught Me About Being a Leader”* is available in paperback and electronic form via Amazon, Barnes & Noble and Apple iBooks.

Dendog Strategy Insights LLC is a management consulting firm focused on strategic planning, new business development and go to market execution. With nearly 30 years of technology marketing, sales, product planning, software engineering, professional services and technical support experience, the company focuses on providing clients with services in the areas of Strategic Business Planning, New Business Development, Content Creation/Marketing Automation and Technology Sourcing Support.

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