



**For Immediate Release**

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## **Dendog Strategy Insights Founder Launches New Book**

*"The Top 10 Things My Dog Taught Me About Business and Life" - A Guide to Successfully Navigating Everyday Challenges*

**Smithtown, New York - November 19, 2019** Dendog Strategy Insights, a management consulting firm focused on strategic planning, new business development, content creation/marketing automation and technology sourcing support 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 Business and Life"* is a book focused on providing guidance to employees and management on the actions and behaviors suitable for capturing success and dealing with the challenges inherent in business and everyday life. Using characteristics and behaviors exhibited by Dogs, Mr. Amorosano delivers salient advice on topics including dependability, relationship development, business planning, taking time to recharge and listening 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 their own activities.

"Having had a number of Dogs during my life, I always marveled at how they generally behave in an appropriate way regardless of the situation," said Dennis Amorosano, president and founder, Dendog Strategy Insights LLC. "Thinking about such behavior and action I thought I could draw parallels between Dogs and the behavior and actions that would ultimately apply to individuals in business and life, that if adopted, would lead to success; such was the impetus for this book."

*"The Top 10 Things My Dog Taught Me About Business and Life"* was inspired by Mr. Amorosano's Dog and honorary chairwoman of Dendog Strategy Insights LLC, Kiwi Pineapple Elizabeth III or 'Kiwi' for short. A 'rescue dog', Kiwi embodies the attributes discussed in the book and provides daily examples of characteristics important for success.

"It was a pleasure to have had the opportunity to review and comment on Dennis' work," said Ron Hamara, executive coach, The Ayers Group. "While initially I didn't see the connection between the behavior of Dogs and lessons of business and life, Dennis' writing style and examples have provided an understanding that Dog's really do have a lot to teach us about the characteristics capable of leading to success."

*"The Top 10 Things My Dog Taught Me About Business and Life"* is available in paperback and as an eBook. The book forward is immediately available as a free download while the paperback edition and inspirational posters and a 2020 wall calendar of images in the book may be purchased via the Dendog Strategy Insights website at [www.dendogstrategy.com/shop](http://www.dendogstrategy.com/shop) in the coming weeks. The eBook version is immediately available for order via Amazon.

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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