



FOR IMMEDIATE RELEASE

SIX SIGMA FOR DUMMIES RELEASED BY WILEY PUBLISHING

**Groundbreaking work authored by Savvi founders, Foreword by Stephen Covey,
Afterword by Roxanne O'Brasky**

Scottsdale, AZ – March 1, 2005 – Savvi International announced today that Wiley Publishing, Inc. has released *Six Sigma for Dummies*, authored by Savvi's founders. The book debuted at #16 on the Amazon Six Sigma publication list and will be carried by resellers and distributors worldwide.

"Six Sigma for Dummies is a book to be read by everyone," declares internationally respected leadership authority Dr. Stephen R. Covey in the Foreword. "Six Sigma has become a key enabling skill of the new Knowledge Workers of the next generation," he adds. Dr. Covey further recognizes the authors as part of the "maturing world" that has "transformed the previously exclusive, academic knowledge of Six Sigma into must-have best practices for everyone wishing to advance and contribute."

"There is something in this book for everyone, just as there is something in Six Sigma for everyone," writes Roxanne O'Brasky, President of the International Society of Six Sigma Professionals in the book's Afterword. She adds, "The power to make change for the better is now available to everyone. With the stakes higher than ever, *Six Sigma for Dummies* gives you the tools to improve and to prosper."

Six Sigma for Dummies is the industry's first comprehensive work written exclusively for a global audience, and it represents a milestone in the history of the Six Sigma movement.

"The world is moving forward, in concert with a new rhythm," says Craig K. Gygi, Six Sigma Master Black Belt and Vice President of Product Development for Savvi, the book's principal author. "We believe that Six Sigma *is* for everyone, and that organization and individuals are eminently capable of adopting its principles on their own. The promise of the new economic age is that everyone *can* contribute at their full, innate potential. In our book – and together with the Dummies brand – our hope is to give everyone access to the proven improvement power of Six Sigma."

"We are honored to have been qualified and selected by Wiley Publishing to produce this unique work," said co-author Bruce D. Williams, Chairman and Chief Executive of Savvi. "Our mission is for everyone in all walks of life to understand and apply these capabilities at whatever level of detail enables their personal and professional success. *Six Sigma for Dummies* is an invaluable tool in this endeavor."

Six Sigma for Dummies is available at bookstores everywhere. Its retail price is \$21.99.

About Savvi International

Savvi International is a business performance improvement solutions company, specializing in the delivery of management systems, Six Sigma, process management, software tools and Lean techniques for improving business performance. Savvi develops and applies expert business and technical knowledge, application software tools, e-learning and classroom training solutions within all types of businesses.

Savvi and its combined companies have been providing consulting, training and software tools to companies ranging from small businesses to Fortune 500 corporations for more than six years. Savvi International is recognized as one of the business performance industry leaders by the International Society of Six Sigma Professionals.

For more information about Savvi International, please call us at 480.515.2850 or visit us on the web at www.savvi.com.