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Pittsburgh Author Featured on Entrepreneurial Excellence Radio Show

Michelle R. Donovan, Pittsburgh's "Referability Expert", and author of Wall Street Journal bestseller The 29% Solution is featured on live radio show

Pittsburgh, PA (December 8, 2008) – On December 15, 2008, Michelle R. Donovan, author of the best selling book, ***The 29% Solution: 52 Weekly Networking Success Strategies*** (Greenleaf, September 2008), will appear on the Entrepreneurial Excellence Radio Show.

Entrepreneurial Excellence, featuring Best Selling Author and Internationally Acclaimed Speaker Frank De Raffe Jr., is focused on giving the entrepreneurial minded the information and educational tools they need to grow and run a more successful business. The show can be heard in Orange County, NY on WTBQ FM 99.1 and AM 1110. It will also be simulcast via the web at www.EntrepreneurialExcellenceRadioShow.com or www.EERadioShow.com, every Monday from 5:00 to 6:00 PM.

Donovan is known as "The Referability Expert" in Pittsburgh. She owns and operates Referral Institute in Western Pennsylvania, specializing in referral marketing programs and personalized referral coaching. Her first book, *The 29% Solution*, broke through the ranks of fall business books to hit the Wall Street Journal bestseller list. It also placed #1 overall on Amazon.com and Soundview Executive Book Summaries has announced plans to dub it "one of the top 30 business books of the year."

"We believe referrals are the key to surviving in a tough economy," said Donovan. "Incorporating a strategic networking plan into your daily business ensure that you can successfully capitalize on the wealth hidden within your network."

The Referral Institute of Western Pennsylvania works with sales professionals and service providers to increase their referral business. The referral education is offered through workshops, seminars, personal coaching and keynote presentations. By incorporating new strategies into their business, professionals learn how to mobilize their network to bring them higher quality referrals and more of them.

Donovan has also been a guest faculty for Penn State and the University of Pittsburgh's Katz Center for Executive Education.

For more information, please visit www.ReferralInstitutePittsburgh.com or www.29percentsolution.com. To schedule an interview with Michelle R. Donovan, contact Dennelle Catlett at 212-583-2744 or catlettd@plannedtvarts.com.



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