

## PRESS RELEASE

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### **BUSINESSGENETICS<sup>®</sup> ANNOUNCES RELEASE OF *BUSINESS GENETICS: UNDERSTANDING 21<sup>ST</sup> CENTURY CORPORATIONS USING xBML* IN INDIA AND ALSO AVAILABLE AS AN eBook**

Denver, CO, February 24, 2010— [BusinessGenetics](http://BusinessGenetics.com)<sup>®</sup>, a pioneer in Business (Process) Modeling, Business Requirements and Business Improvement, is proud to announce the release of their founders book, [Business Genetics: Understanding 21st Century Corporations Using xBML](http://BusinessGenetics.com)<sup>®</sup> in India and as an eBook. The book was originally written and published in September 2007 by Mr. Cedric Tyler, BusinessGenetics' CEO and Mr. Steve Baker, BusinessGenetics' President. The book was also recently translated and published in China by international publisher, John Wiley & Sons, Inc.

[Business Genetics: Understanding 21st Century Corporations Using xBML](http://BusinessGenetics.com)<sup>®</sup> details the world's first scientific method for describing business using a rule based method based on five dimensions (who, what, which, where and when). This unique method for describing, analyzing, optimizing and automating business has been hailed by leading analysts groups as "unique and one of a kind" and is further portended that it "may transform the industry". The eBook is available at [Diesel e-book](http://Diesel-e-book.com), [Wiley](http://Wiley.com), [ebooksmall.com](http://ebooksmall.com) and [ebooks.com](http://ebooks.com). The hardcopy is still available at [Barnes & Noble](http://Barnes-Noble.com) or [Amazon.com](http://Amazon.com).

"The continued success of our book is more than Steve and I could have asked for," shares BusinessGenetics' Cedric Tyler. "We are thrilled to know that practitioners as well as business leaders are realizing that traditional process modeling methods for improving business operations are not optimal. BusinessGenetics', methodology, software and education offerings provides the keys to success for 21<sup>st</sup> Century corporations."

#### **About [BusinessGenetics](http://BusinessGenetics.com)<sup>®</sup>:**

BusinessGenetics pioneered the (eXtended) Business Modeling Language<sup>®</sup> (BML<sup>™</sup>), a revolutionary business modeling methodology that provides a new, scientific view of the business world and enables a quantum leap in business understanding, insights, and improvement. Developed over a 30 year period, the approach is business-facing and enables the most explicit, rapid, and repeatable depiction of a business in a five-dimensional model. It has been proven within the Fortune 500 and Federal Government, and has been used to quickly and effectively solve some of the most complex business problems. Headquartered in Englewood, Colorado, BusinessGenetics offers education and consulting services. For more information on BusinessGenetics visit [www.businessgenetics.com](http://www.businessgenetics.com). ###