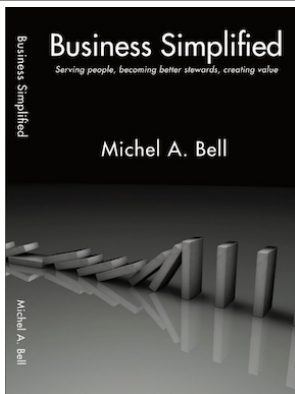




PRESS RELEASE  
JANUARY 17, 2018

## New book by Christ-follower and business professor provides insights to simplify organizations and create value for stakeholders



**Ontario, Canada** — Managing God's Money announced today publication of Michel A Bell's sixth book, *Business Simplified, serving people, becoming better stewards, and creating value*. Business Simplified is Bible-based and about people. The right people unified in the correct positions, headed in the proper direction to delight customers and create value for stakeholders in profit and not profit entities. Straightforward, practical solutions from Michel Bell's vast global business experience and research will enable cooperation, pinpoint suitable paths to gain and serve customers for life, while building stakeholders' value.

I am sure *Business Simplified* will be an immense help to students and others. Its focus on people and strategy fits the philosophy we followed successfully at Alcan.

— Former *Alcan Inc's* CEO, Jacques Bougie

Michel Bell spent his career in business, standing apart from others, always with his insightful analysis and independent assessment of business opportunities. His unparalleled business experience with Alcan, drove a multitude of complex international transactions that fundamentally enhanced the underlying value of the business for the long term. He was able to successfully turn what seemed to be impossible circumstances in difficult business environments into positive outcomes that shifted the direction and ultimately the performance of the global business.

— Cynthia Carroll, former senior Alcan executive, and former CEO *Anglo American plc*

Managing God's Money is a Christ-centered mission devoted to teaching effective biblical stewardship of God's resources.

Business Simplified is currently available [here](#). For more information, contact [michel@managinggodsmomey.com](mailto:michel@managinggodsmomey.com).