



## **New “Killing Cats Leads to Rats” Book by Richard Franzi Looks at Unintended Consequences of Business Decisions**

**Examples Include Pepsi, Wells Fargo, Target, Starbucks, Samsung, Volkswagen and more**

**Forward by Best-selling Author Marshall Goldsmith**

COSTA MESA, Calif., March 28, 2018 – Critical Mass for Business today announced the new book, **Killing Cats Leads to Rats**, by CEO Richard Franzi, author of the “Power of Peer Learning” book series, radio talk show personality and founder/CEO of the Critical Mass for Business peer learning firm for middle market executives. Barnes & Noble is hosting a book signing at its Fashion Island, Newport Beach, store on Sat., April 7, at 2:00 pm.

Published by Motivational Press, [Killing Cats Leads to Rats](#) looks at the unintended consequences of business decisions and includes examples from well-known companies including Pepsi, Wells Fargo, Target, Starbucks, Samsung and Volkswagen. In his book, Franzi also reveals the five causes that lead to unintended consequences, along with six strategies to help mitigate potentially damaging results.

“Readers will gain insights that they can apply to their own businesses to help them evaluate potential unintended consequences in advance of decision making and also to find ways to mitigate undesirable outcomes before they get out of control,” said Richard Franzi, author.

The book’s forward is by Dr. Marshall Goldsmith, the author or editor of 35 books, which have sold over two million copies, been translated into 30 languages and become bestsellers in 12 countries. He is the author of two New York Times bestsellers, [MOJO](#) and [What Got You Here Won’t Get You There](#), a Wall Street Journal #1 business book and is the winner of numerous book and business coaching awards.

Much like Spencer Johnson’s “Who Moved My Cheese?” and Kenneth Blanchard’s “The One Minute Manager,” Franzi’s book delivers strategic insights that help business leaders think differently for greater success.

The book’s title comes from the unintended consequence of killing cats to reduce the spread of the plague in the 1300s, which resulted in an increased rat population that actually increased the spread of disease.

**Praise for [Killing Cats Leads to Rats](#) from Business Leaders**

“Every action creates a reaction. Truly understanding the nuances, sometimes imperceptible, of those choices and their outcomes, are often passed-by due to the accelerating pace of disruption in our business world today. Richard provides us with valuable insights to more effectively manage our propensity to act quickly and decisively as leaders.”

**Kevin Bailey, President Asia Pacific, VF Corp (Vans Shoes)**

“In these days of short attention spans, over simplification, and lightening rounds, it’s too easy to make quick decisions that have unintended consequences. Richard Franz’s classic wisdom shows us how to slow down, analyze, and make better decisions to achieve the positive outcomes we desire. After all, true success is making more good decisions. A must read for any careful decision maker!”

**Michael Houlihan & Bonnie Harvey, Founders of Barefoot Wine**

“Richard provides a wide spectrum of business anecdotes to help illustrate the frequency and variety of unintended consequences in the business world. I guarantee this book will help executives anticipate and predict more carefully the outcomes of their decisions. Business leaders of all ages will learn how to prevent unintended consequences, such as tarnishing their brand and reputation, thanks to concepts first introduced by Robert K. Merton.”

**Wing Lam, CEO Wahoo’s Fish Taco**

**About Richard Franz**

Richard Franz is a nationally recognized thought leader and a fierce advocate for the power of peer learning specifically for CEOs and business owners, Richard chairs CEO Peer Groups® in Southern California. Born and bred in a small coal mining and steel mill town in Western Pennsylvania, Richard moved to Orange County, CA, after graduating with a B.A. from the University of Pittsburgh. While in Southern California, he continued his education by attaining his MBA from Pepperdine University.

Franz is the author of several business books in addition to **Killing Cats Leads to Rats**, including the **Critical Mass: The Power of CEO Guiding Principles** series of books. His first book, **Critical Mass: The 10 Explosive Powers of CEO Peer Groups** was the first book to explain how CEO Peer Groups® positively transform top executives’ lives and businesses. He is also the host of the Critical Mass Radio Show on which he has interviewed more than 1,200 CEOs since 2009 for an audience exceeding 25,000 monthly listeners.

**About Critical Mass for Business**

Founded in 2007 by Richard Franz, [Critical Mass for Business](#) delivers valuable content to CEOs and executives of middle market companies through its [Critical Mass book](#)

[series](#), [Critical Mass radio show series](#) and [CEO Peer Groups®](#). Based in Orange County, California, Critical Mass for Business is focused on improving executive decision making and helping companies become more successful. Franzi is personally dedicated to making a lasting positive impact on the lives of his clients through the power of CEO peer learning. He previously served as president and general manager of Delphi Connection Systems, where he grew the top line revenue by 40 percent in just three years. He has more than 25 years of executive business experience and received his MBA from Pepperdine University.

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