

FOR IMMEDIATE RELEASE:

**Just Published! -- *Back To Basics for Finding Sanity in an Insane World.*
Author, Bob Anderson, Ph.D., CMSgt. is available for Radio and TV Interviews.**

Houston, TX, January, 2005. Bob Anderson of Back To Basics International and Author House proudly announce the debut of *Back to Basics for Finding Sanity in an Insane World* — a book which provides a “Back to Basics” philosophy for improving life skills and creating a more fulfilling and sane lifestyle. It provides a refreshing view for taking control of your life and creating the future that you want. It asks the question, “If you were to die today, would you leave this world knowing you have lived your life to its fullest?” If not, this is a must read for you!

Bob Anderson announces his availability for Radio and TV Interviews for his book just released — *Back to Basics for Finding Sanity in an Insane World*, as well as his action/adventure novel published and released in April 2004 — *Tac Leader: What Honor Requires*.

Bob Anderson has a unique twofold background which makes him the perfect fit for nearly every audience: He is both **Dr. Bob** who holds Ph.D.s in Human Resource and Safety Management; and he is **Chief Anderson**, Chief Master Sergeant and military leader in the US Air Force Reserve. With his two distinct sides, it allows controversial issues to be discussed with a unique twist that is sure to interest any listening audience. They'll enjoy getting two for one!

Bob Anderson is president and founder of Back To Basics International—a professional speaking and training organization. As a professional speaker, he has an enthusiastic delivery style and unique story telling ability that keeps his audience on the edge of their seats—wanting more! His programs are energetic, robust, interactive, entertaining and educational.

Bob speaks in a variety of formats, most often being keynote addresses and training programs, with his most requested topics being leadership, motivation, communication and attaining excellence.

He has over thirty years of uniformed service to his country and is currently a Chief Master Sergeant serving as the Security Forces Manager for the 917th Security Forces Squadron, USAFR, Barksdale AFB, LA. He is a former First Sergeant and Command Chief Master Sergeant.

In addition to his Ph.D.'s he holds a Masters degree in police science and a Bachelors degree in social psychology. Bob sits on the Board of Directors for the World Safety Organization, is a member of the National Society for Safety Management and holds a total of four professional safety credentials.

He's a qualified rappel master, assistant SCUBA instructor and holds a 2nd degree black belt in Shorin-Ryu karate. He's an avid writer and enjoys writing in various genres including action, adventure, leadership and self-improvement. In addition to the two books Bob currently has published, he anticipates having two additional books published this year.

Contact Information:

To schedule Bob Anderson for a Radio or TV Interview or a Book Signing, contact: Susan Drews, Director of Public Relations at 888-862-6344 or by email at Email: SusanPR@BackToBasicsInternational.com.

To schedule Bob Anderson for a speaking engagement, contact Bob Anderson at 877-99-SPEAK, or by email at DrBob@BackToBasicsInternational.com. Visit his website for additional information on his books and presentations, as well as testimonials and video clips of his presentations at www.BackToBasicsInternational.com.