

Decide Better Launches iPhone Application For 2010 Decide Better! Decision-A-Day Calendar

Application Is A Great Addition and Complement To The Groundbreaking and Best-Selling Decide Better! Book Series

Newton, MA -- ([SBWIRE](#)) -- 05/06/2010 -- Decide Better!, the premiere decision making resource is offering an iPhone application for its highly acclaimed 2010 Decide Better! Decision-A-Day Calendar. The popular 2010 Decide Better! Decision-A-Day Calendar is designed to improve decisions through motivating quotes and decision-making tips every day. Through the iPhone application, users will be able to access inspirational, humorous or otherwise instructional quotes about decision-making and apply it to their daily lives. These daily tips provide a quick lesson on how to approach decisions, how to make better decisions, and the effect of those decisions. The application will also include an area where users can create their own personal checklist on improving their life through better decisions. The 2010 Decide Better! Decision-A-Day Calendar iPhone application is based on the critically acclaimed series of books from Decide Better! to improve personal and business decisions.

"We make thousands of decisions a day," said Michael McGrath, author of the Decide Better! book series. "The key is to make successful and well-thought out decisions to ensure a better life, be it professionally or personally. With this iPhone application, millions will be able to use their iPhone to make better informed decisions in their lives and be inspired by this collection of quotes available in the 2010 Decide Better! Decision-A-Day Calendar."

Users of the iPhone application are encouraged to look ahead to future dates and create decision deadlines. Also, users can share the inspirational quotes with those in their life who could benefit from them by emailing them straight from the application. Like all products of Decide Better!, the 2010 Decide Better! Decision-A-Day Calendar iPhone application is designed to improve decision making in people's daily lives. It brings the core advice offered by Michael McGrath, who is considered one of the foremost decision gurus in the world.

About Michael E. McGrath and Decide Better!

In 1986 when Michael McGrath initiated the PACE (Product and Cycle-time Excellence) decision process for product development, it enabled thousands of companies to reduce time-to-market. In *Business Decisions!* he now changes the way and the process of how companies make decisions. Author and decision-making expert Michael McGrath is world renowned for making winning business decisions. He has advised some of the largest companies in the world and created innovative new decision techniques used by hundreds of successful businesses. He has made countless decisions as a CEO building a world-leading consulting firm and leading a public company turnaround. He is the author of the best-selling book *Product Strategy for High-Technology Companies* and founder of Decide Better!. He currently is the executive chairman of Thor Group, and serves on a number of private and nonprofit boards.

Decide Better! was founded in 2007 to help businesses and individuals achieve success through making better decisions. The company has two series of books. The Decide Better Self-Help series is targeted at individuals, with *Decide Better! for a Better Life* and *Decide Better! for College* published in 2008 and 2009, respectively. *Business Decisions!* is the first book in the Decide Better! Business Series, with additional books and workbooks to follow. In addition to publications, Decide Better! also provides decision workshops for executives, teams, and boards, as well as presentations to large groups. For more information, go to <http://www.decidebetter.com/businessdecisions>.