

# Feintuch Communications Picked to Promote Overload!; New Book Chronicles the Impact of Information Overload on Business and Society

NEW YORK, May 16, 2011 [PRNewswire](#)/ -- Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) has been tapped by award winning author, researcher and tech industry pundit Jonathan Spira to get the word out about his new book chronicling society's battle with Information Overload.

**Overload! How Too Much Information Is Hazardous to Your Organization** (*John Wiley & Sons, May 31, 2011*), tells how we arrived at Information Overload in the workplace and in our daily lives, and offers tips and strategies to deal with the information deluge and its disruptive & costly consequences.

"Everyone jokes about how inundated they are with email, text messages, social media and the like, but the truth is, Information Overload is no laughing matter to the global economy," said Mr. Spira, CEO and chief analyst of Basex, a research firm focusing on issues companies face in the knowledge economy. "In 2010, the cost of Information Overload and lost productivity to the U.S. economy was nearly one trillion dollars. We are literally hemorrhaging millions of dollars every minute of the day.

"We know and trust the team at Feintuch Communications and they have promised us that they won't overload the media with too much information about our new book," said Mr. Spira.

Feintuch Communications, which has worked with Basex on numerous projects over the past 15-years, will conduct a blended campaign of book reviews, publicity, speeches and book tour for Overload!

Detailed information about Overload! is available at [www.overloadbook.com](http://www.overloadbook.com).

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for emerging companies and non-profits to associations and the Fortune 500. Part of international PR alliance ECP Global ([www.ecpglobal.com](http://www.ecpglobal.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, energy and clean tech, and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

The company's JumpStart Global Advisors ([www.jumpstartglobal.com](http://www.jumpstartglobal.com)) subsidiary provides a set of turnkey services that allows start-ups and multi-nationals to enter the U.S. market quickly and efficiently – everything from entity formation, legal, accounting, administrative, HR and recruitment to business development, public relations and broad marketing initiatives to generate inquiries.

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