



**Better
Business**
World Wide

PRESSRELEASE

Berlin 2008 05 21

The book about Mystery Shopping for employees now released in German!

“Warum wir Mystery Shopping brauchen!“

is the title of the book that explains what Mystery Shopping is and how employees can benefit from having shoppers to evaluate their performance. The book describes different Mystery Shopping methods, ethical guidelines and quality standards as well as myths and pitfalls. The book also presents findings by University students who have studied Mystery Shopping. The book is useful not only for employees and managers who will start using Mystery Shopping, but also for media, students, union representatives etc.

The release will take place during the MSPA Europe Conference at Mövenpick Hotel in Berlin 21-23 May 2008.

The authors are Veronica Boxberg Karlsson, Chairman of Better Business World Wide and President of IMSA, The Mystery Shopping Alliance, and her colleague Lina Thomasdotter Schölin, Key Account Manager at Better Business, a company based in Sweden and offering Mystery Shopping services world wide.

The book for employees was released in Swedish in 2007 (“Därför skall vi ha Mystery Shopping!”), in English in February 2008 (“Why we need Mystery Shopping”) and was translated into German by Grannie Bepperling and edited by Patricia Franke Bas who is the current President of MSPA Europe.

Veronica is also co-writer to the book about Mystery Shopping for Managers, “Measuring Management and the Moment of Truth” which was released in 2006.

All books are available in the Book Shop at www.betterbusiness.se

For more information, please contact:

Veronica Boxberg Karlsson veronica@betterbusiness.se Tel: +46 8 5118 5111

Lina Thomasdotter Schölin lina@betterbusiness.se Tel: +46 8 5118 5119

AB Better Business World Wide

Vargmötesvägen 4, SE-186 30 Vallentuna, Sweden, Tel +46 8 5118 5110, Fax +46 8 5118 5120
info@betterbusiness.se, www.betterbusiness.se