

WHO ARE YOU AND WHAT DO YOU WANT?

FACTS & TRENDS

- Business accounts for the third largest market category, making up almost 13% of books sold.¹
- The Business category grew more than 3% between 2005 and 2006.¹
- The Business category sales totaled more than 18 million books.²
- Similar titles in this genre, such as *Now, Discover Your Strengths*, and *Seven Habits of Highly Effective People*, have sold millions of copies.

Sources

- 1) SIMBA, 2006
- 2) BookScan, 2005

ABOUT THE AUTHORS



Mick Ukleja is highly regarded in the corporate world for his innovative leadership coaching system called Four-Dimensional Thinking, which demonstrates that leadership is not merely for the workplace—it's a complete life experience. Ukleja is the founder

and president of LeadershipTraQ, a leadership consulting firm based in California. He hosts *LeadershipTraQ Televised*, an interview format talk show that profiles outstanding leaders on cable television and is also available in the form of podcasts (Leadershiptraq.com). Every year he hosts a LeadershipTraQ breakfast, a sold-out event with 1,400 business executives at California State University, Long Beach.



Robert Lorber is president of the The Lorber Kamai Consulting Group, formed in 1976 in Orange County, California. The organization has developed and implemented productivity improvement systems for companies on five continents. His client roster has included Kraft Foods, Gillette, American Express, Mattel, Wells Fargo, Pfizer, Occidental Petroleum and many other medium-size and Fortune 500 companies. Lorber is an internationally recognized expert and published author on executive coaching, performance management, leadership, teamwork, culture and developing strategy. He is

one of the leading resources worldwide on executive coaching.



POINTS OF DIFFERENCE

- The Four Dimensional Thinking System is a unique and proven method of evaluation by which readers can examine their lives.
- Thought-provoking questions at the end of each chapter create a powerful method of self-examination and provide an avenue to personalize each dimension of the book.

FEATURES

- *Who Are You and What Do You Want?* examines the common threads in noticeably happy and successful people. It offers readers a Four-Dimensional Thinking system to evaluate and examine their deepest dreams and aspirations.
- The Four-Dimensional Thinking system integrates all the moving, shifting, and conjoining goals in life onto the same page offering readers a life map to create their best lives.
- Each dimension offers thought-provoking questions such as "Who Are You and What Do You Want?" "Where Are You and Why Are You There?" "What Will You Do and How Will You Do It?" and "Who Are Your Allies and How Can They Help?"
- Through examination of oneself the authors show that the journey for the best of life takes focus, determination, discipline, and guts.
- Foreword by Ken Blanchard, an American business icon, as well as a consultant, speaker, trainer, and author on management and leadership.

DETAILED MAPS OF LIFE ARE NOT AVAILABLE; INSTEAD WE OFFER A COMPASS AND SHOW HOW EASY AND RELIABLE IT IS TO USE.

MARKETING CAMPAIGN

- National media campaign focused on television, radio and print
- National magazine solicitation for editorial support including interviews, features, excerpts and mentions
- Online campaign including e-blasts, blogs, pod casts, content and interviews
- Select city book tour

The book will be promoted by the authors through the following venues, these are the highlights:

- Debtproofliving.com...this site claims to get over 12 million hits per month
- Ken Blanchard's e-mail blast to 250K to 500k readers.
- Rick Warren e-mail blast to 1 million readers
- Creative Memories promotion
- Speaking conference through out the year
- LeadershipTracQ...cable, pod casts, seminars and teaching
- Corporate sales through personal contacts at companies such as:
 - Boeing, Kraft Foods, Gillette, American Express, Mattel, Wells Fargo, Pillsbury, Pfizer, Kaufman and Broad, etc.

WHO ARE YOU AND WHAT DO YOU WANT?

From Meredith® Books

By Mick Ukleja & Robert Lorber

HARDCOVER WITH DUST JACKET

May 6, 2008 : Pub Date U.S. & Canada

6¼" x 9¼" x 1" 256 pages

ISBN/EAN 978-0-696-23892-5 20 ounces

Casepack: 12 Canada \$29.95

BISAC: BUS046000 **U.S. \$24.95**

BUSINESS & ECONOMICS / Motivational