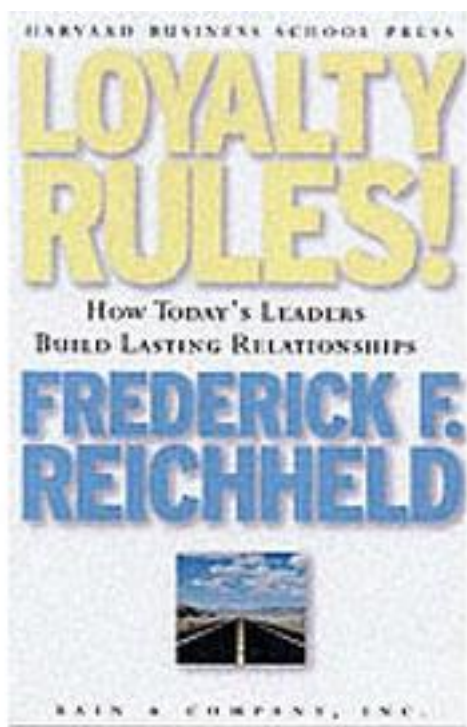


LOYALTY RULES, HC



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In this provocative yet practical book, Fred Reichheld argues that loyalty provides the acid test for leadership in today's volatile business environment, and that most leaders deserve failing grades.

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