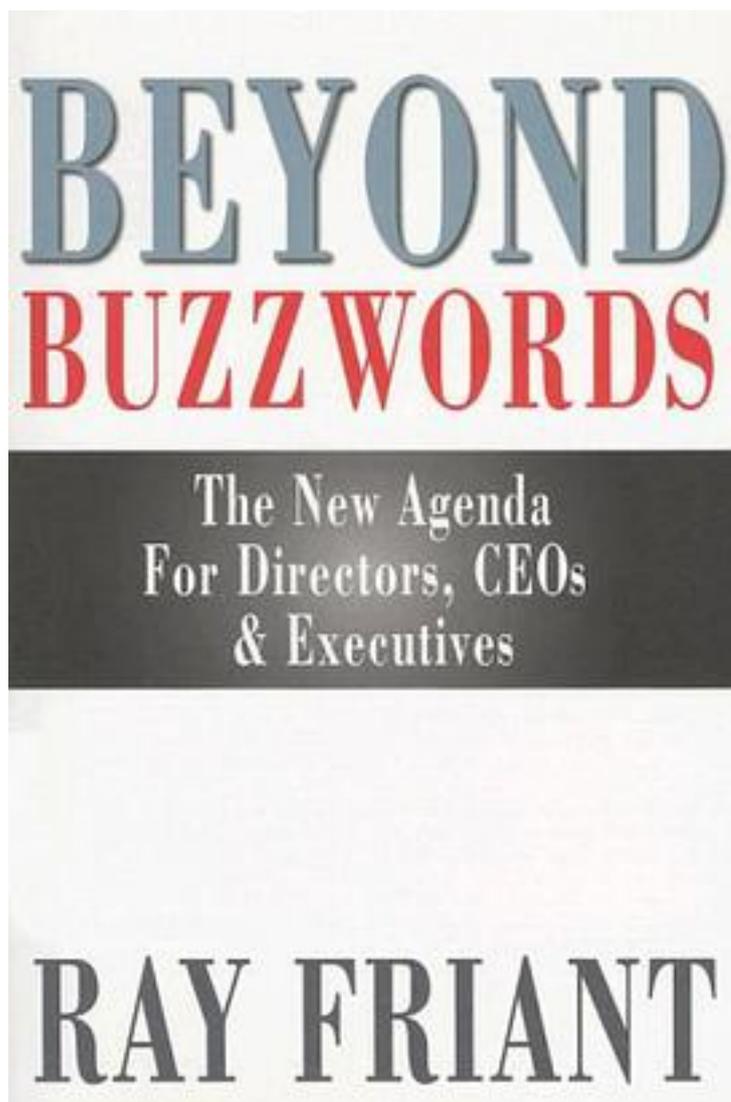


# Beyond Buzzwords



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Ray Friant has examined more than a hundred businesses to learn why they were seriously underperforming. His findings are universal and apply to all organizations with more than a few hundred employees. In a new book, BEYOND BUZZWORDS: The New Agenda for Directors, CEOs, and Executives (Advanced Management Press, June 2006), Friant explains why no organization is immune to the pull of mediocrity. He goes on to detail what causes organizational deterioration and undistinguished performance, and then presents a comprehensive set of concrete solutions. Today, it is crucial that Directors, CEOs, and Executives of businesses and government understand his findings in depth in order to manage their organizations toward excellence, and to stay away from failure.

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