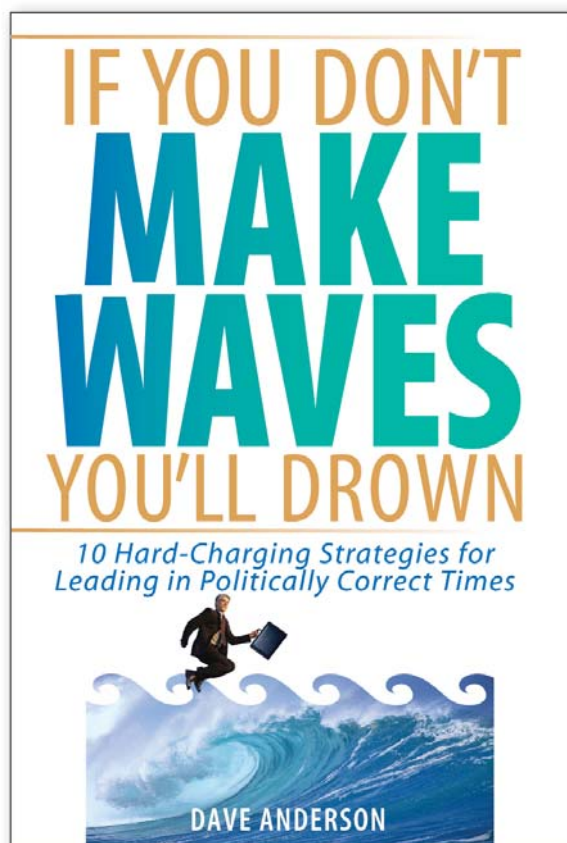


# It's Time to Tighten Up, Toughen Up, and Make Some Waves in Your Business!

*In fact, If You Don't Make Waves You'll Drown:*



By Dave Anderson,  
Published by John Wiley & Sons, New York,  
Hardcover \$24.95.

Dave Anderson's latest work is not your typical "let's hold hands and sing Kumbaya" business manual! This book will make waves in society, the business world and in your own organization.

Review the Table of Contents below and see for yourself:

- Chapter 1: *Don't be a wimp!*
- Chapter 2: *Send the moochers packing!*
- Chapter 3: *Don't confuse the scoreboard for the game!*
- Chapter 4: *Sometimes you have to tick people off!*
- Chapter 5: *Learn to read between the lies!*
- Chapter 6: *Ditch diversity and go for results!*
- Chapter 7: *Don't just win....run up the score!*
- Chapter 8: *Spare the rod, spoil the sluggard!*
- Chapter 9: *Don't make people happy...get them better!*
- Chapter 10: *Don't trade your values for valuables!*

*Dave Anderson*  
Author of *Selling Above the Crowd, No-Nonsense Leadership and Up Your Business*; NADA leadership speaker for six consecutive years.



## WARNING!

### **DO NOT BUY THIS BOOK IF:**

- ✓ You are easily offended
- ✓ You are thin skinned
- ✓ You would rather blame the world than take responsibility
- ✓ You have bleeding heart tendencies

### **DO BUY THIS BOOK IF:**

- ✓ You're sick and tired of how political correctness in society has encroached on and diminished your business culture
- ✓ You are serious about growing your organization to its full potential and don't mind breaking a sweat to do so
- ✓ You are committed to building a great team around you while at the same time you weed out the weaklings
- ✓ You are resolved to doing more of what is right in your organization and not just what is easy, cheap, popular or convenient