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The Achievement Challenge

How To Be A 10
In Business

Don Beveridge
with Jeffrey P. Davidson

THE ACHIEVEMENT CHALLENGE

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MARKETING PLANS

Major national ad/promo campaign

National publicity program

Audio rights sold to Nightingale-Conant

- a new approach to getting ahead in business
- written by one of America's foremost management consultants
- shows how 12 business leaders achieved success

Successful businesses rarely "just happen." On the contrary, they're the result of a clear, definite, pre-planned approach to the market. Likewise, successful corporate leaders are the result of a finely-tuned, well-executed plan to achieve, excel, and get ahead in business.

Don Beveridge knows what it takes to get to the top. A successful entrepreneur, international consultant, and world-class speaker, he has worked closely with top executives at the world's leading companies. He has experienced first-hand the individual characteristics that enable outstanding people to become leaders of or for outstanding companies.

The Achievement Challenge succinctly captures the essence and common denominators that make for a successful career and balanced life. In profiles of 12 top business leaders, it offers keen insights into the skills, expertise, and work habits that go hand-in-hand with getting to the top. Beveridge shows you how to orchestrate your own career path by incorporating simple principles into a success strategy that will get you to the top without mortgaging your time, energy, and outside life.

Lasting success owes more to achieving a balance between work and non-work activities than to driving ambition and late hours. *The Achievement Challenge* provides the guidelines that will help you channel your efforts to achieve, excel, and get head in business and still have the time and energy to enjoy the view from the top.

CONTENTS: Promotable Posturing • Continuity of Challenge • Adequacy Standards • Why People Fail • A Positive Goals Attitude • Make Change an Ally • The Orchestrator • Entrepreneurship • DK/DE • Organize, Organize, Organize • Customer Focused Culturing • How Do Your People See You?

Don Beveridge, Loxahatchee, FL, often described as "America's most outstanding speaker," has lectured at the Management Institute of the University of Wisconsin since 1971. He has been featured in business training films for Burger King, Mutual of New York Insurance Company, Illinois Bell, and other leading firms. Each month he speaks to groups totaling over 30,000 people. Jeffrey P. Davidson, Falls Church, VA, is a speaker and Certified Management Consultant. He is the author of *Marketing to the Fortune 500 and Other Corporations*.

Market: Middle managers, management trainees, or anyone who wants to get ahead.

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