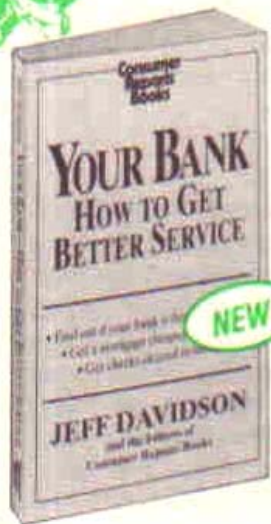




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ABOUT THE AUTHOR...

JEFF DAVIDSON, an award-winning management consultant, has published over a thousand articles on management, business, and marketing and is the author of several books, including The Marketing Sourcebook for Small Business and The Achievement Challenge. He appears regularly on television and radio, and has been featured in such magazines as Changing Times and newspapers such as The Wall Street Journal.