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## Perfect Courage

Translating Vision Into Reality, Authentically

William W. Arnold

*Perfect Courage*, the third title in the author's Authentic Leadership business series, is a blueprint for making dreams come true. It walks the reader through simple steps to courasing and achieving life changes. It will help them make an honest assessment of their current situation, lead them to discover what they want to change, and assist them in setting goals and taking action. However, the author's primary purpose is to then take the reader step by step through the process of creating their own "vision picture" and turning it into reality.

*Perfect Courage* is based on the author's own experience in literally creating and successfully sustaining his own reality, along with decades of teaching CEOs, community leaders, and graduate students how to not settle for the *status quo*. It explains the methods used in the author's teaching positions at graduate business schools and his 30+ years of practice in large corporate environments, including the top positions at Centennial Medical Center, Stanford University Hospital, Catholic Health Services, and University of California San Francisco, Medical Center (UCSF).

**ISBN** 1-929170-18-1

**Category:** Business/Leadership/Career

**Price:** US\$22.95      CAN\$

**Format:** Cl w Jacket, shrink wrapped

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**Carton Quantity:** 28

**Author Resides:** San Diego, CA

### Competition:

- *The 8th Habit: From Effectiveness to Greatness:* by Covey, Cl \$25.95, Free Press (Nov. 2004), ISBN: 0-684846-65-9
- *Awaken the Giant Within: How to Take Immediate Control of...:* by Anthony Robbins, Pb \$15.95, Free Press (Nov. 1992), ISBN: 0-671791-54-0
- *Create Your Own Future: How to Master the 12 Critical Factors of Unlimited Success:* by Brian Tracy, Pb \$16.95, Wiley (Mar. 2005), ISBN: 0-471718-52-1
- *Blink : The Power of Thinking Without Thinking:* by Gladwell, Cl \$25.95, Little, Brown (Jan. 2005), ISBN: 0-316172-32-4
- *The Fifth Discipline:* by Peter M. Senge, Pb \$24.95, Currency (Jan.1994), ISBN: 0-385260-95-4

### Sales Materials to support the book:

- Finished Books
- Color Sell Sheets & Sample Jackets

### Marketing:

- Co-op available
- Sending review copies with publicity materials to top 100 relevant media outlets
- Display at BEA and ALA in '06
- PMA co-op mailing to 4,000 reviewers
- Targeted press release for three-title series launch of Arnold's trilogy: *Perfect Courage*, *Leading From the Zone*, and *The Human Touch*
- Scheduled seven feature articles by author in targeted magazines for '06

### Sales Handles:

- Author's leadership style has been endorsed and cited in over 40 books and publications
- Investigative article about Mr. Arnold and his ideas in *Fortune* magazine applauded his methods used in redirecting major corporations
- Not just a book on theory. The ideas have been tested, refined, and proven in the real world
- Hands-on exposé of how to employ Arnold's techniques to envision and implement change
- Author is an adjunct professor at several prominent, graduate business schools

### Audience:

- Emerging leaders and business students
- Leaders going through a career transition
- Age range: 25-50
- Read *Fortune*, *Forbes*, *INC*, *CEO*, business section of newspapers and magazines
- Current leaders looking for solid advice on personal and professional growth

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