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Book title: Perfect Courage: Translating Vision Into Reality, Authentically

Author: William W. Arnold

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FOR IMMEDIATE RELEASE

(Roseville, CA January 2006) Publishers Design Group, Inc., (PDG) has released *Perfect Courage: Translating Vision Into Reality, Authentically*. This, the third title in author William W. Arnold's *Authentic Leadership Business Series*, is a blueprint for making dreams come true. It walks the reader through simple steps to couraging 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).

This newly released title is the third authored by Arnold. In his first book, *The Human Touch*, Arnold, demonstrated how this leadership style improves productivity and profit and raises workplace morale. Whether he's facing a board of directors or a classroom full of graduate students, Arnold always strives for honesty and authenticity. In this book, Arnold (Founder and Director of the Center For Authentic Leaders) shares his revolutionary approach he used to overhaul several major, national corporations. "Once again, Mr. Arnold eloquently shows how leaders who treat employees with civility reap financial and personal rewards.."—M. Scott Peck, Author, *The Road Less Traveled*. In his second book, *Leading From The Zone*, Arnold showed how the seeds of narcissistic leadership that caused the Enron debacle have permeated corporate America.

Arnold believes that authentic leadership is imperative and possible. He's proven it by overhauling major corporations. He believes we must replace greedy, self-serving executives with authentic leaders. New executives must be courageous and take risks; they must lead from truth and understand that the Zone isn't a place of fiat power, but a state of optimum performance. The ultimate business book for teaching aspiring executives, not only the lessons of authentic leadership, but also how to turn their own "vision picture" into reality.