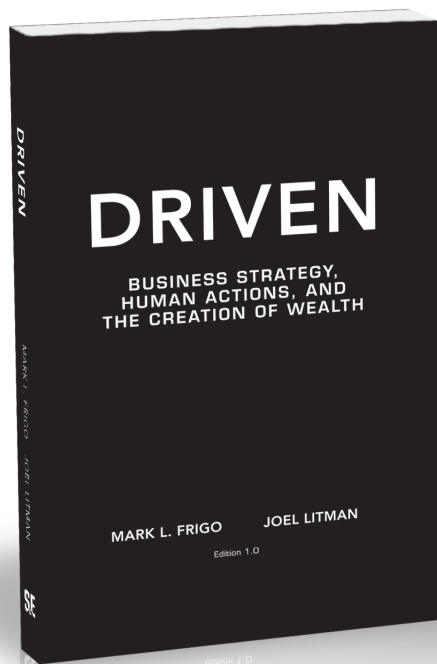


# HOW TO SUCCEED IN BUSINESS



*"Return Driven Strategy provides a clear and concise way of looking at the key issues that drive profitable businesses."*

-- **Samuel C. Scott III**,  
Chairman and CEO, Corn  
Products International, and  
Board Member of Abbott and  
Motorola

*"Imbedded in Return Driven Strategy are the undeniable truths of what works in the real world of business."*

-- **Edward J. Sierawski**,  
Founder and CEO of Sequoia  
System International, Inc 500  
High-Growth Private Business

*"...enabled the senior leadership of our company to establish, implement, and periodically realign, a first class, effective business strategy..."*

-- **John J. Mulherin**, Chief  
Executive Officer, The Ziegler  
Companies, Inc.

*"DRIVEN summarizes a breakthrough study that will change the way business will be done."*

-- **Hitendra Patel Ph.D.**, Senior  
Leader of the Innovation  
Practice of the Monitor Group,  
and Professor of Innovation  
and Growth, Hult International  
Business School

TO LEARN MORE, VISIT  
**RETURNDRIVEN.COM**