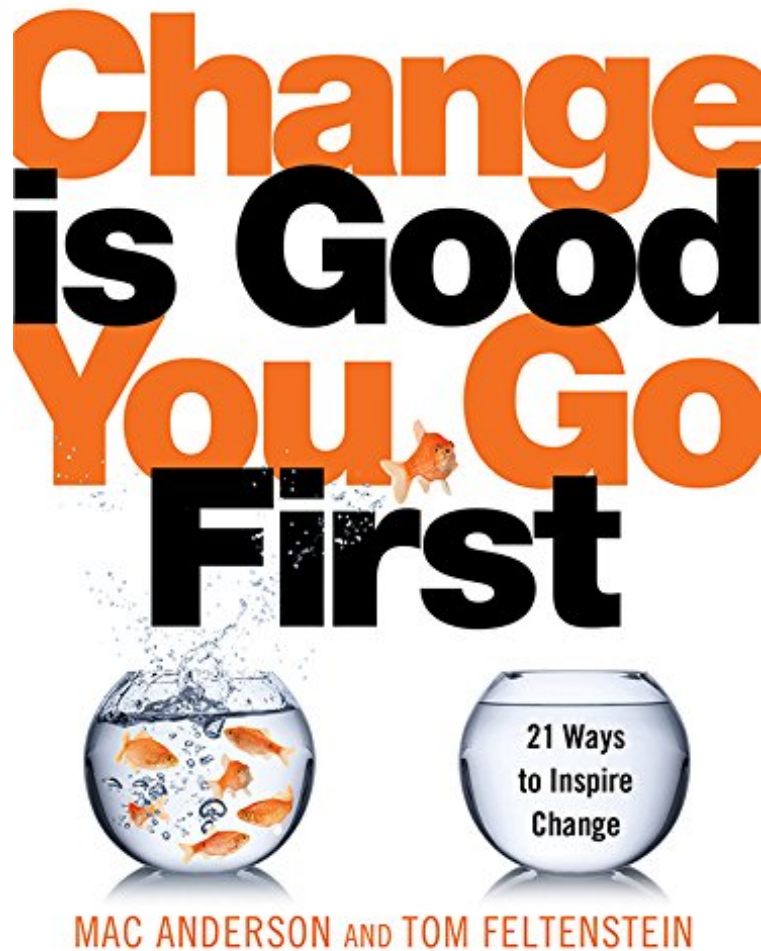


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## Change Is Good...You Go First: 21 Ways to Inspire Change

*Mac Anderson, Tom Feltenstein*  
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How does your team react to change? Do they dig in with their heels to resist it or do they welcome it with open arms? As leaders, we know that change is a fact of life and we need to learn to manage it before it manages us. A tall order? Not when you have the wisdom of two business icons, Mac Anderson and Tom Feltenstein, to show the way. This easy-to-use book will help you and your team stop conducting business as usual. Change is the key that unlocks the doors to growth and excitement in any organization. More importantly, without it...your competition will pass you by. You don't have a choice about change, but you do have a choice about how you and your team react to it. Don't wait another minute to inspire, motivate, and encourage your team to move forward and embrace change. Lead the way. You go first.

About the Author MAC ANDERSON is the founder of Simple Truths and Successories, Inc., the leader in designing and marketing products for motivation and recognition. These companies, however, are not the first success stories for Mac. He was also the founder and CEO of McCord Travel, the largest travel company in the Midwest, and part owner/VP of sales and marketing for Orval Kent Food Company, the country's largest manufacturer of prepared salads. His accomplishments in these unrelated industries provide some insight into his passion and leadership skills. He also brings the same passion to his speaking where he speaks to many corporate audiences on a variety of topics, including leadership, motivation, and team building. Mac has authored or co-authored twenty-two books that have sold over three million copies. His titles include: Change is Good ... You Go First, Charging the Human Battery, Customer Love, Finding Joy, Habits Die Hard, Leadership Quotes, Learning to Dance in the Rain, 212deg:: The Extra Degree, 212deg; Service, 212deg; Leadership, Motivational Quotes, One Choice, The Best of Success, The Nature of Success, The Power of Attitude, The Power of Kindness, The Essence of Leadership, The Road to Happiness, The Dash, To a Child, Love is Spelled T-I-M-E, You Can't Send a Duck to Eagle School, What's the Big Idea?