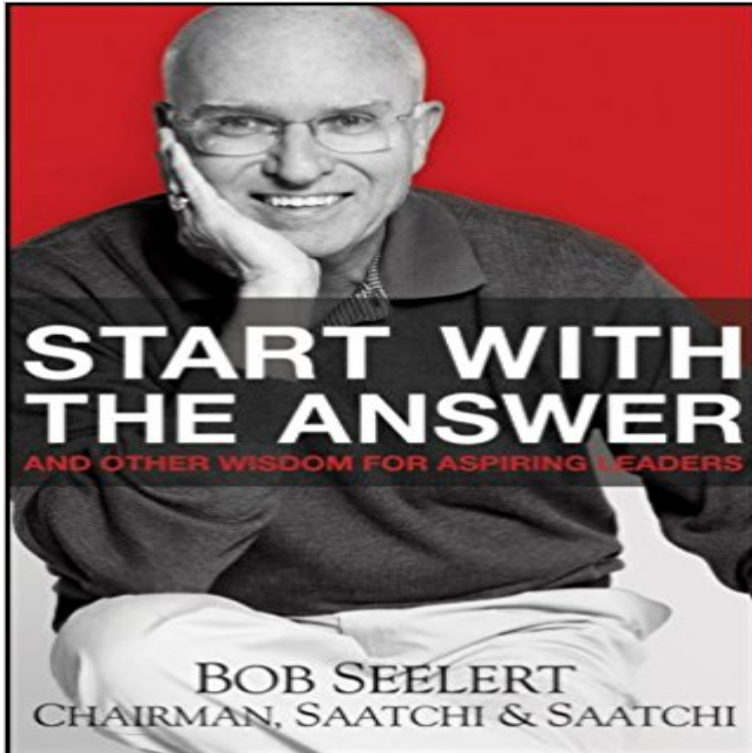


Start with the Answer: And Other Wisdom for Aspiring Leaders



Seelert's stories and wisdom demonstrate that the principles and practices leading to winning results in sports are highly transferable to the building of brands, businesses, and organizations. This book tells you how. Jack Twyman, NBA Hall of Fame player, former ABC Game of the Week announcer, and former Chairman and CEO, Super Food Services Inc. Seelert's comprehensive revelation of his leadership wisdom is priceless—especially the management of culture through innovative communications, fueled by rock-solid personal spirit and style. Read and succeed . . . it's that actionable. Bob's the real leadership deal. John W. Luther, President, Luther & Company, Strategic Growth Consulting: I've never been at my best when working for a boss in the traditional sense . . . Authority is not my favorite cultural tool. I am at my best (maybe like you) when I have a coach and mentor. Bob Seelert has played that role for over a decade, providing me with counsel, guidance, perspective, and unconditional love and support. Oh yes, and wisdom. Lots of it! You'll find out what I mean when you read this book. Kevin Roberts, CEO Worldwide, Saatchi & Saatchi: Bob Seelert entered Saatchi & Saatchi in early 1995 when the company was in flux and extremely unstable. In a few short years, he not only stabilized the business, he grew it into an even greater advertising powerhouse than it once was. If anyone is qualified to write about business turnarounds, it's Seelert! David Herro, Chief Investment Officer-International, Harris Associates LP: Spencer Stuart placed Bob Seelert into leadership positions at Kayser-Roth and Saatchi & Saatchi at times when success seemed impossible, but failure was not an acceptable option. In both situations, he achieved highly successful turnarounds, and his stories tell you why. Thomas Neff, Chairman, Spencer Stuart USA: Bob Seelert and I worked

together for twenty years, and I saw firsthand how the wisdom in this book enabled him to build businesses and organizations. For MBA students and other aspiring business leaders, this book will become their well-thumbed how-to guide for constructing a successful career. Erv Shames, Lecturer, University of Virginia Darden Graduate School of Business and former President and CEO, General Foods USA and Borden, Inc.

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