

## **Brief BIO/Tom Peters/0919.10**

Tom Peters is co-author of *In Search of Excellence*—the book that changed the way the world does business, and often tagged as the best business book ever. Sixteen books and almost thirty years later, he’s still at the forefront of the “management guru industry” he single-handedly invented. What’s new? A lot. As CNN said, “While most business gurus milk the same mantra for all its worth, the one-man brand called Tom Peters is still re-inventing himself.” His most recent effort, released in March 2010: *The Little BIG Things: 163 Ways to Pursue Excellence*. Tom’s bedrock belief: “Execution is strategy—it’s all about the people and the doing, not the talking and the theory.” (Keep up with Tom at [tompeters.com](http://tompeters.com), ranked #9 among “The Top 150 Management and Leadership Blogs.”)