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The reality you must understand – change

Our business world has changed forever.

Procter & Gamble decides to sell directly to consumers on the internet.

The velocity of today's change is almost unfathomable.

Books for Amazon's e-reader outnumber sales for hardcover books.

The changes affecting our businesses are more difficult to predict.

Italy's Fiat takes over one of America's "Big Three" Car Manufacturers."

The pace of change will continue to accelerate in the near future.

In less than four months this year, Apple sold more than 3 million iPads, generating revenue of \$2.1 billion.

Could any of us have predicted these changes five years ago?

Or, even last year?

**You will discover "The Ten Simple Truths About Business Growth"
at the Fortune Growth Summit, Wednesday, October 20.**

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The New Experts – Win Today's Newly Empowered Customers At Their Four Decisive Moments, 2010

The Inside Advantage – The Strategy That Unlocks The Hidden Growth In Your Business, 2007

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