

What others have said about the first edition of *Masters of Change*

“**MANAGEMENT LITERATURE** is replete with books that characterize the changing environment as something wholly new and different from that which we experienced historically. Bill Boast’s book approaches the notion of change from an historical perspective, pointing out that throughout history, change has been consistent.

Implementing a new strategy for a company, country, or civilization—driving change—requires a leader who can drive an organization, energize its operations and inspire its people. This kind of leader must personify the organization’s purpose through a style and skill that reflect the quality of the leader’s values, thinking and character—all necessary to inspire a commitment to the strategy and goals of the leader and to secure the allegiances required to make any bold purpose succeed. Boast’s writing clearly underscores this.

“This book will make a powerful and unique contribution to the literature on change and leadership.”

Michael G. Winston, Vice President and Managing Director,
Global Organization Strategy, Motorola, Inc.

“This book fills the void between the wishful thinkers of leadership and the methodological technicians of management. Based on careful study of a wide range of leaders who succeeded or failed in handling change, the authors extract the universal qualities and guiding principles of leadership. This book is a thoroughly pragmatic approach to leadership in a world of massive and sudden change. Its historic sweep and meticulous detail make this a challenging and inspiring work. It will become the foundation for the next generation of leadership thinking.”

Ben Leichtling, Ph.D., Leadership Consultant and
Columnist, *Denver Business Journal*

“Boast’s provocative yet entertaining approach to the changing world around us completely captivated our organization and helped us focus our view of the future.”

Scott R. Shaffer, Vice President of Consumer Sales,
Rand McNally Publishing Group

Bill Boast and Ben Martin do a masterful job of identifying the fundamental attributes of effective leadership and change management. No fads, no fluff—just the philosophies, characteristics, and actions common to great leaders during times of change. If you’re only going to read one change management book, this is the one!

Kent Taylor, Leadership Consultant and Change Agent

“My advanced students said, ‘This book is so fresh and alive, I can't put it down. The regular text book is so dry and boring,’ ‘I love the stories and the way Dr. Boast writes—I can almost hear him telling the stories,’ ‘What an interesting and powerful way to look at history,’ ‘This book has helped me cope with change in my personal life as well as in my business.’”

Barbara Dalberg, Ph.D., President, Dalberg Associates

**Order your copy of *Masters of Change* right now - \$14.95 + \$5.00 tax, S & H.
<http://www.MastersOfChangeBook.com>**

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