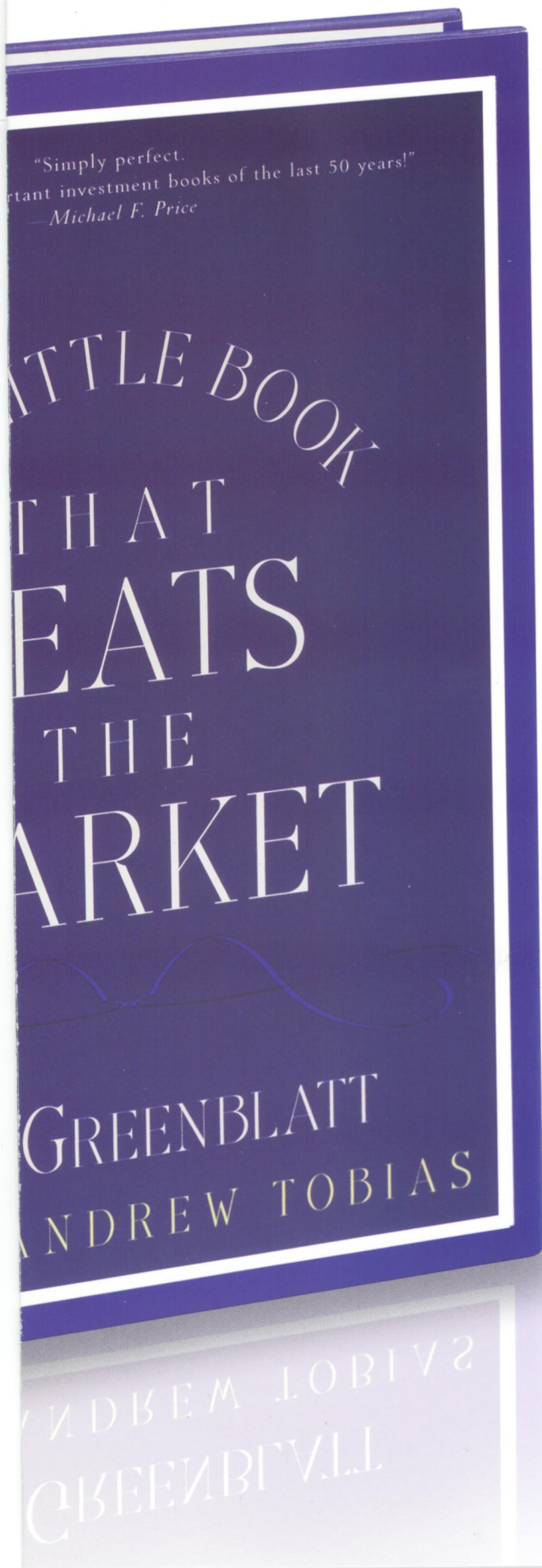


the year.” —*Financial Times*



• **NEW YORK TIMES BESTSELLER**

• **USA TODAY BESTSELLER**

• **WALL STREET JOURNAL BESTSELLER**

• **PUBLISHERS WEEKLY BESTSELLER**

• **BUSINESS WEEK BESTSELLER**

• **VANCOUVER SUN BESTSELLER**

• **Over 400,000 copies in print!**

ISBN 0-471-73306-7 • 156 pages • 5" x 7" • Cloth • \$19.95 US / \$25.99 CAN / £13.99 UK

 **WILEY**