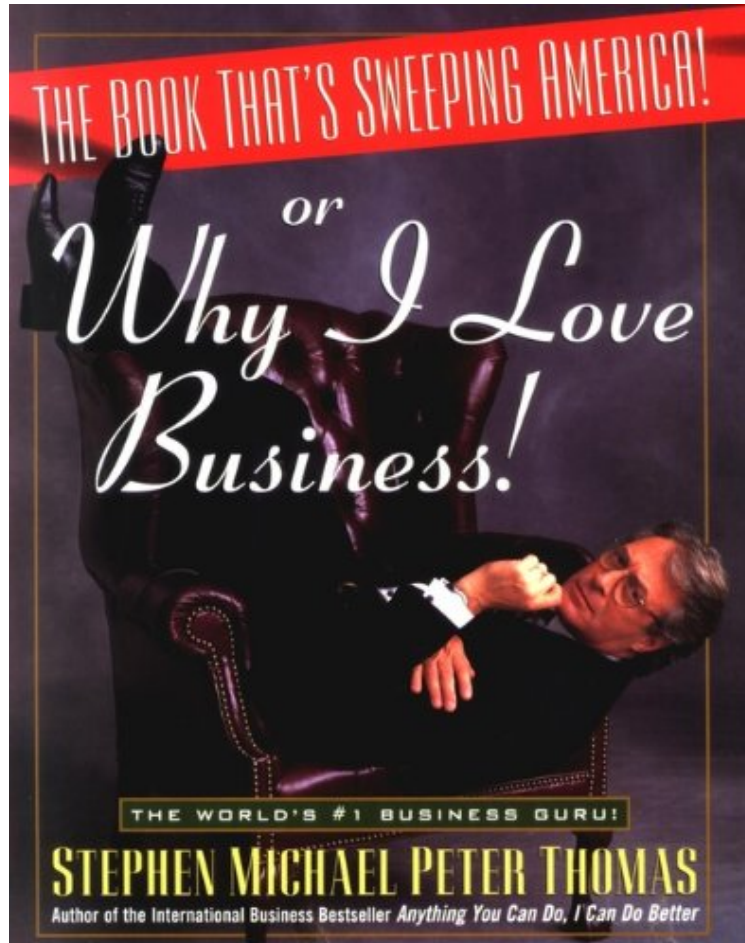


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## The Book That's Sweeping America!: Or Why I Love Business!

*Stephen Michael Peter Thomas*

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**Stephen Michael Peter Thomas : The Book That's Sweeping America!: Or Why I Love Business!** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Book That's Sweeping America!: Or Why I Love Business!:

1 of 1 people found the following review helpful. I laughed! I cried! I was reorganized! By A Customer If you are a CEO or a business consultant or just an ordinary working schlumpf, you can read this book and find something USEFUL in it. Particularly if someone accidentally leaves a winning lottery ticket in it as a bookmark. For instance, you could apply any of Stephen Michael Peter Thomas's Learnings or Teachings to your business situation and before you know it, you will be named in a major class action litigation or you will drive your business directly into bankruptcy. What this business genius has to say is that EFFECTIVE! I can honestly say that, by applying what I learned from this book, I have accumulated enough good time points that my sentence for malfeasance, fraud and impersonating a business person has been reduced by almost THREE WEEKS! Thank you, thank you, thank you Stephen Michael Peter Thomas 1 of 1 people found the following review helpful. Gurus demystified By Glenn Palmer-Smith In America we are in an era when we willingly hand over our wills, intelligence and spirit to the guru du jour. Self-inflated

pompous snake oil salesmen who proclaim they have all the answers to the problems that confound us all. They are usually odd numbered (the 7 habits, the 5 learnings, the only one that was even numbered was the ten commandments) repackaging of recycled obvious knowledge. Stephen Michael Peter Thomas (cleverly borrowing the first names of all the leading gurus) mimics their posturings in this enormously witty satire. The best send up of business I've ever read. You'll never be able to sit through a motivational conference with a straight face again.

The world's greatest business consultant takes the business book down to a whole new level Not to take anything away from E.F. Hutton, but when Stephen Michael Peter Thomas(r) talks, people really listen. (Or at least they turn their heads in his general direction). And what they hear astounds them. The ideas are so simple. The wisdom so pure. And the concepts as familiar as they are obvious. Stephen Michael Peter Thomas is one of the rare thinkers who can make timeless half-truths sound refreshingly new. (Or maybe it's just that he charges so much that clients have deluded themselves to believe that he is really onto something!) Packed with knowledge, insight, and sometimes even a kernel of wisdom, *The Book That's Sweeping America!* gives readers what Fortune 100 companies have paid millions for. Stephen Michael Peter Thomas's every word mints a new batch of buzz phrases destined to be bandied about everywhere. "Layered Niche Reengineering (LNR)" "Shaker Benchmarking" "Open-Book Reading" We'd call it Stephen Michael Peter Thomas-ese if his name wasn't so impressively lengthy. In *The Book That's Sweeping America!*, Stephen Michael Peter Thomas taps into his visionary gift to provide a road map of all the latest concepts steering business around the world. Leadership. Competition. Strategy. Wardrobe. Stephen Michael Peter Thomas tackles each topic one by one. And *The Book That's Sweeping America!* comes with a bona fide guarantee--not a single idea is new or different enough to challenge or make you feel uncomfortable. Competing in business is tough enough these days without having to worry about tackling new material. \* Fascinating case stories and interviews from the world's most successful organizations (like all business books there will most likely be cases from Xerox) \* Eye-catching photos, charts, and graphics that make even the most obvious ideas easy to grasp \* Learning summaries, QAs, and exercises to implement in the odd chance that something new or original strikes you STEPHEN MICHAEL PETER THOMAS (*The Sphere of Influence*, USA) describes himself as "the most talked about and influential business consultant the world has ever seen." The confidante of CEOs and the darling of the academic set, he is never referred to as "Steve."

From the PublisherA tongue-in-cheek satire of "how-to" business books. This book introduces Stephen Michael Peter Thomas, a pompous, know-it-all consultant who has something to say about everything. From the Pyramid Paradigm to Domestic Process Reengineering, this book will give business readers a much needed opportunity to step back and laugh at business. From the Inside Flap *The Book that's Sweeping America!* or *Why I Love Business!* Leadership. Communication. Change. Gender-neutral clothing. In this breakthrough blockbuster, *The World's #1 Business Guru*—the one and only Stephen Michael Peter Thomas—explores the hottest global trends and very latest business buzzwords. *The Book That's Sweeping America!* is packed with five powerful Learnings that, while not actually new or original in any way, are ideal for business leaders looking for easy-to-read and highly entertaining workplace methods and practices. Obviously basic and basically obvious, *The Book That's Sweeping America!* is so deceptively slim, you'll find it hard to believe that's all there is to it. With astonishing simplicity, Stephen Michael Peter Thomas takes what you've heard a thousand times before and makes it sound fresh and exciting. You'll learn that: \* Leadership is Hard \* Communication is Important \* The Future is Tomorrow You'll be introduced to The Smeaton-Thomas Success Factors Grid, a powerful tool that can help you chart your course to success—in business and your personal life! You'll be inspired and motivated by Thomas's cutting-edge buzzwords and recycled homilies that are totally free of challenge. And you can employ them with absolutely no fear that they will have any impact whatsoever on your company, your colleagues, or the way you do business. Stephen Michael Peter Thomas views the world globally, and *The Book That's Sweeping America!* makes it possible for you to see through his vision. For more than two decades, this one-man think tank has been sharing his knowledge, insight, and wisdom with the world's most powerful and influential leaders. Now, he lets you in on his secrets through: \* Fascinating case stories and interviews drawn from the world's most successful organizations \* Eye-catching photos, charts, and graphics, including Stephen Michael Peter Thomas's own inimitable drawings and visual "impressions" \* Learning summaries, informative QAs, and exercises you can implement in your workplace —tomorrow! Yes, now everyone can take advantage of Steve's Learnings. In *The Book That's Sweeping America!* the penultimate business guru renders complex ideas so simple that even the average CEO will enjoy it! From the Back Cover Listen to what some of America's opinion-shapers are saying about *The Book that's Sweeping America!* "This book will stand the business world on its head." —Christopher Buckley author of *Wry Martinis* "I'll risk twenty dollars that he can outjump any frog in Calaveras county." —Mark Twain "Thomas hits the nail on the head—with a scud missile. CEOs everywhere will be underlining entire chapters with magic marker." —John Rothchild columnist, *Fortune* magazine "This book is short and so full of visuals that it seems less obvious than it actually is." —Raymond Wilson Proprietor, *Wilson's Fish Market, Inc.* "Consciously or unconsciously, every one of us

does render some service or other." -Mahatma Gandhi