

**The best ideas in business today—  
from the master of simplicity: Ken Blanchard,  
coauthor of The One Minute Manager**

Ken Blanchard, one of the best selling business authors of all time, and Terry Waghorn have a message for you: Your organization is dying.

But there's time to do something about it, though the fuse is burning.

To stay alive in the short run, you must improve quality, profits, and customer service. Blanchard and Waghorn tell you how. But is that enough? No!

Before you know it, your present organization may become obsolete, unless it is being recreated for the future. Managing your present organization while you're creating a world-class future—*that's your mission—should you and your organization choose to accept it.*

Blanchard and Waghorn say, **Mission Possible!!!**

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*“Mission Possible is a book about hope. It makes the seemingly impossible job of simultaneously managing the present and creating the future possible, while balancing the expectations of your customers, your employees, and your stockholders. If you agree to take on such an assignment, read this book before it mysteriously disappears from your office.”*

—Charles R. Lee  
Chairman and CEO  
GTE Corporation

*“Leading your market in the present won't guarantee you will lead it in the future. Mission Possible is on-line to help you manage the present and create your future simultaneously. Read it!”*

—Steven Case  
President and CEO  
America Online, Inc.

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