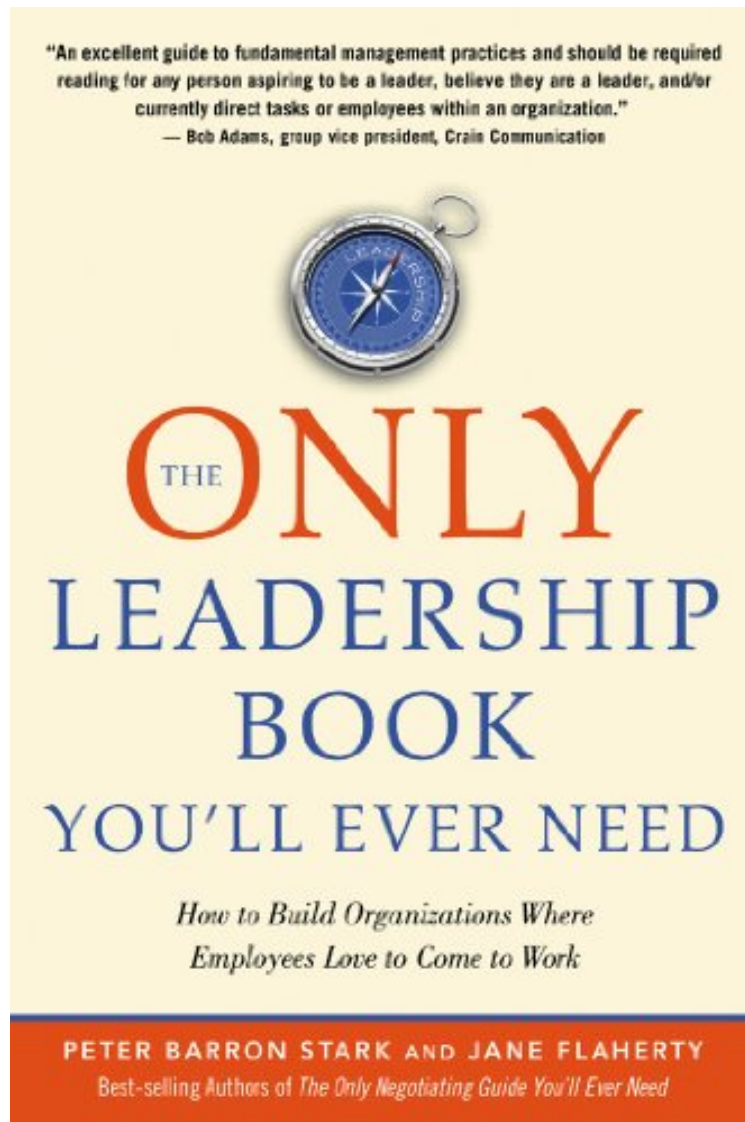


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About the Author
Peter Barron Stark and Jane Flaherty lead Peter Barron Stark Companies, a California firm that specializes in building organizations where employees love to come to work and customers love to do business. During the past 20 years, their firm has surveyed nearly 100,000 people around the world. The data from these surveys and the experience of working with leading organizations have positioned them as specialists in the art of developing corporate cultures that attract and retain loyal, engaged employees. They have authored several books including The Competent Leader and The Only Negotiating Guide Yoursquo;ll Ever Need, and have been featured in a variety of media, including the New York Times, USA Today, CNN, and NBC.