

## CEO Tools: *The Nuts-n-Bolts of Business for Every Manager's Success*

At last, the CEO Tools **BOOK** for every manager! Written by an eight-time veteran CEO, this book equips managers everywhere with the *right business tools* to accelerate business results dramatically for themselves, their employees and their customers. *CEO Tools* then goes on to assure ease-of-use and effective application of the tools through implementation aids not found in other business books.



This is a **go-do** book, not just another *how-to*. You get tools to make more money in business immediately. Give the book to your managers to help implement your vision and goals *now!*

The book itself is a quick-and-easy read at about 270 pages that are fully absorbable in an airplane ride or two. Implementation of every tool may take a bit longer, a challenge amply answered by the included CD that greatly accelerates the *go-do* process. Of course most of the CD tools are also available via laptop for browsing or implementing on an airplane. While the book is written in a whimsical, anecdotal yet compelling style, the tools are offered in an orderly fashion. Graphics, tables and easy-to-read charts illustrate the book to showcase the tools and facilitate their use.



Kraig Kramers cites experiences from running eight different companies that range in size from about \$1 million to \$250 million in annual sales. These businesses bridge the spectrum from service to manufacturing and from high-tech to distribution. They include union/non-union, public/private, growth/declining, and regional/national/international situations. The author today is a nationally known speaker, giving about 100 talks each year on these experiences and related business tools.

Each of the seven core chapters contains a dozen or so money making business tools with callouts in the margins and helpful implementation tips. Cross-references and additional resources are abundantly provided to augment application of the business tools.

To further assure easy tool implementation, the book has a handy computer CD for use in any IBM-compatible PC. This provides instant computer access to 24 automated tools from the book's nearly 150 management tools. This truly is a *go-do* book, made more so by placing the tools literally at the reader's fingertips in this fashion. Icons in the book's margins link the reader to the matching icon on the computer CD. This enables readers to



Give this book to every manager for quicker, easier tool implementation!

bring up tools instantly for customization in their businesses. The CD also offers a master icon that can be placed on their computer desktops to access the tools readily at any time. A few tools are Internet-based and are uniquely linked from the icon to the Internet, including for example, a short audio version of the toolkit and a longer streaming-media version, already in place.

Get this book for every manager in your company at [www.ceotools.com](http://www.ceotools.com). It offers a quick link to [amazon.com](http://amazon.com) or [atlasbooks.com](http://atlasbooks.com). For quantity discounts call 800-247-6553.

The book is organized into toolkits (chapters) that naturally correspond to the author's seven-step management process. A summary page or two offering the *Top 10 Tools* for each chapter again accelerates the *go-do* aspect of this book. In the final chapter, quick reference lists depict the top ten CD/desktop tools and the top ten non-computer tools from the book. *CEO Tools* is a must for every business manager's bookshelf and computer desktop.

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