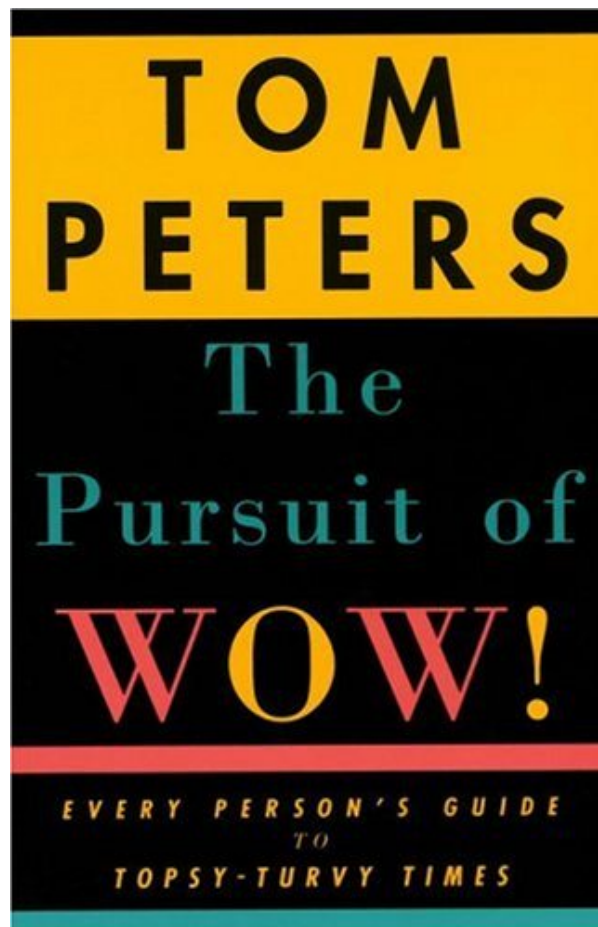
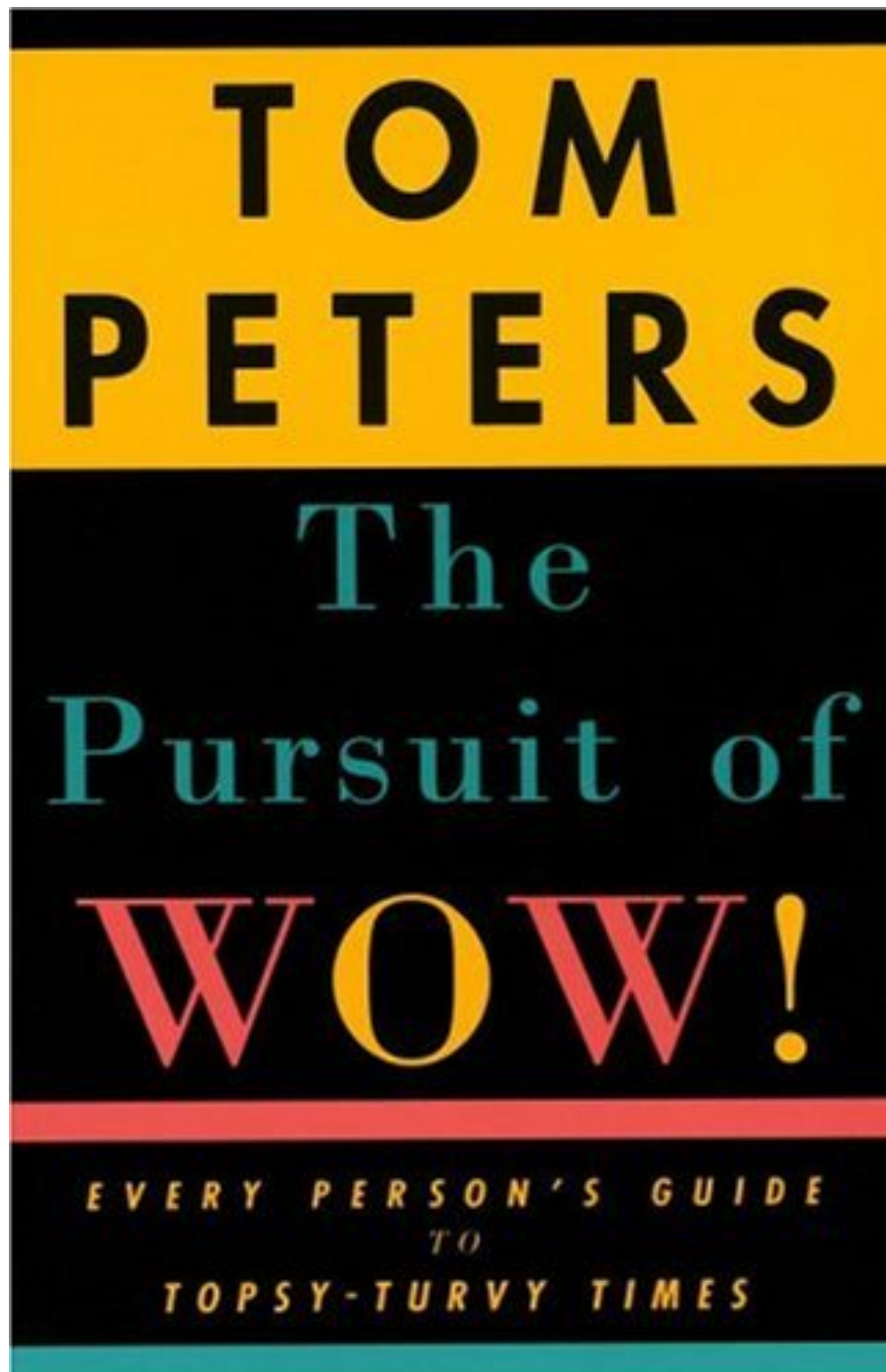


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Business visionary Peters wants to give readers the tools to survive in the tumultuous world of the Nineties. His widely read book, *In Search of Excellence: Lessons from America's Best Run Companies* (1982), changed the way business does business, and this one is aimed to help us win in this brazen new era. More than 200 thought- and action-provoking tactics and strategies will turn readers into proactive, action-oriented winners in the 21st-century marketplace. Small graphics and illustrations emphasize such gems as "Service with Soul," and "Return phone calls, fast." To succeed, individuals and organizations must stand out from the growing crowd of lookalikes; in his words, "Being average has never had much appeal. Better fail with flair in pursuit of something neat." There is something for everyone in this book.

Susan C. Awe, Jefferson Cty. P.L. System, Arvada, Col.

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13 of 13 people found the following review helpful.

Highly Recommended!

By Rolf Dobelli

Even when he's not at his best, as is the case in *The Pursuit of Wow!*, Tom Peters is head-and-shoulders above any other management guru. Peters is all about simplicity and excitement, both in his language and in his message. His basic mantra never changes: The workplace is becoming ever more competitive, so you need to make yourself and your company stand out. Do this by viewing your work as a series of critical projects and injecting limitless enthusiasm into each one. In delivering this consistent message, Peters tosses out scores of common-sense lines that are so insightful that you just have to jot them down. You'll find quite a few such keepers in this book, but you won't find too much of an overriding theme. Instead, Peters presents a string of 210 observations that flow together loosely. If you want to get going, we recommend this motivational booster.

11 of 12 people found the following review helpful.

210 Imperatives for Hacking Through the New Business Jungle!

By A Customer

Tom Peters does it again with another gut wrenching hatchet job on dullard business practices. Sharpen-up your Harry Lorayne or Bob Trudeau memory systems because this time Mr. Peters gives you 210 concrete recommendations how you can build over-excellence or "WOW!" into your company (Or the next PTA bake sale). Brimming with everything from one-liners to multi-page essays, this book screams "MUST!" if you intend to drive your organization up to the next level (or perhaps drive your own life). Leave your steel tip shoes at the door 'cause after devouring this volume you'll want to give a good swift kick in the ass to anyone who says "It can't be done."

13 of 15 people found the following review helpful.

Creative and Chaotic, But Possibly Disastrous

By Hunter Baker

Tom Peters is a management prophet with a lot of fascinating ideas. This book is a collection of his thoughts where you'll see a strong emphasis on destroying superfluous hierarchies and worn-out practices. That's the Peters message and it's worthwhile. However, he has an annoying tendency to insist on his own authority that businesses make radical changes lest they perish. In many cases, I wonder why. Peters has no apparent respect for the point of view that tradition represents collected wisdom about things that have worked and may well keep working.

What really ruined the book for me, though, was a panel discussion on diversity in which Peters attributes his own success to being a white male Protestant born in 1942. That kind of racial reductionism is horse-puckey and contradicts his emphasis on self-determination and constant renewal.

I still give the book three stars for entertainment value, a smart format, and general provocation.

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