

April 2008

Dear Editor/Producer:

Ken Blanchard is back! For the first time in five years, mega-best-selling author Ken Blanchard brings us his next big trade publication in **THE ONE MINUTE ENTREPRENEUR: The Secret to Creating and Sustaining a Successful Business (Currency/Doubleday; April 29, 2008)**. World renowned business author Ken Blanchard and CEO Don Hutson share the inspiring story about one man's road to success and reveal the secrets to becoming an entrepreneur—from building a firm foundation, to launching the company and ultimately creating legendary service.

In **THE ONE MINUTE ENTREPRENEUR** we are introduced to a young entrepreneur named Jud McCarley who is eager to make his dream of owning his own business a reality. He is mentored by some of the most highly regarded entrepreneurs and thinkers in history, from Charlie "Tremendous" Jones to Sheldon Bowles, as well as super-stars of the business world like Peter Drucker and Michael Gerber. Jud takes their knowledge and advice and organizes it into "One Minute Insights" that he uses as a road map on how to be a successful entrepreneur.

Through Jud's business encounters, Blanchard and Hutson show us how to deal with any number of problems, from finding and securing the loyalty of customers to ensuring a steady cash flow. A compelling and inspirational tale, **THE ONE MINUTE ENTREPRENEUR** will offer any businessperson, entrepreneur, or would-be entrepreneur a treasure trove of wisdom on how to think, act, and live passionately, whatever the size of their company or the industry they are in.

Ken Blanchard is the author of a number of bestselling business books, including the mega-bestseller, *The One Minute Manager, Leadership and the One Minute Manager, Raving Fans, Gung Ho!* and *Whale Done!*. His books have combined sales of 18 million copies in thirty languages. In 2005, Blanchard was inducted into Amazon's Hall of Fame as one of the top twenty-five bestselling authors of all time.

Don Hutson is the CEO of U.S. Learning. He has given over 5,000 speeches in the past 35 years and is in the National Speakers Association's Speakers Hall of Fame. The author of several books, he is featured regularly on PBS and TSTN Television.

It has been more than two decades since the master of the "One-Minute" leadership ideals brought us *The One Minute Manager*®, which has sold over 10,000,000 copies in its lifetime. **THE ONE MINUTE ENTREPRENEUR** is sure to speak volumes to those previous readers, but also the burgeoning masses of entrepreneurs who are responsible for the start-up of four million businesses each year.

I hope you find this to be an insightful and enjoyable read and will follow-up soon!

Best,

Elizabeth Hazelton
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