

NEW BOOK MEDIA RELEASE

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A Dream with a Deadline

Turning Strategy Into Action

Authors: Jacques Horovitz with Anne-Valérie Ohlsson-Corboz
Price: \$34.99 CDN Published: February 2007 Publisher: Financial Times Prentice Hall

In A Nutshell

A Dream with a Deadline shows managers how to clarify their vision of where they want to go, and shows them how to get there.

Motivated, successful businesses have an inspiring purpose. Their people have a clear vision and sense of direction to rally around. But, a vision without action is just a daydream. And a badly executed vision can become nightmare, as some companies have discovered to their cost.

A dream with a deadline, however, can propel businesses and managers towards a bright future.

"Let's put a man on the moon in 10 years" was a dream with a deadline. The deadline was met, the dream came true and history was made. Most managers will have slightly more modest dreams, but they still need to know how to make those dreams come true.

Visionary and practical, *A Dream with a Deadline* gives managers the tools they need to transform a well-articulated and inspiring vision into positive action and results. It is a book for dreamers who have the courage and commitment to take action and make the dream become reality.

By the time they have finished this book, they will know how to clarify their direction, how to share the vision and create the culture and enthusiasm needed to reach for the sky. And, by using the revealing self-diagnostic tool, they will know where to concentrate their time, energy and resources in order to make their vision happen.

The tools in the book have been tested with over 30 companies worldwide, varying in size from 600 to 70,000 employees and operating in a variety of markets, from construction to international retail. They have all found that using the tools in this book has helped them transform their dreams into action and turn a strategy for tomorrow into a plan for today.

About the authors

Jacques Horovitz is Professor of Service Strategy, Service Marketing & Service Management at IMD, Lausanne. He has previously served as Executive Vice President of marketing and sales for Club Med North America; as Managing Director (Marketing and International) for the GrandVision group, and as coach to the Executive Committee of Disneyland Paris, as well as head of quality of training. He is currently CEO of a hotel chain he created ten years ago.

Through his own pan-European consulting company, Jacques has advised the CEOs of more than one hundred companies in a wide variety of sectors. He has researched and published widely on service strategies and service quality, relationship marketing and customer bonding. His publications include the international best-sellers *Quality of Service*; *Total Customer Satisfaction*; and *Service Strategy* now in its second edition.

Anne-Valérie Ohlsson-Corboz has been a Research Associate at IMD since 1999, working on business strategy, mergers and acquisitions and the challenges of managing people in a global organization. She also has substantial experience as a practitioner, having worked in marketing roles for Pfizer and the International Olympic Committee.

Anne-Valérie is co-author of the book *People Strategies for Global Firms*. She has also written for *Sloan Management Review* and the *FT Handbook of Management* and has published a substantial number of case studies. Her current research interests include how companies make smart big moves and anti-establishment marketing; and the influence of multi-culture exposure during childhood.

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Financial Times Prentice Hall

January 9, 2007

\$34.99 CDN, Cloth

0-273-70868-6

Review copies of *A Dream with a Deadline* are available by request. To request an excerpt for publication, please contact Ken Spence at ken.spence@pearsoned.com or call 416-386-3459.