

The logo for Tom Peters! features the text "tompeters!" in a white, lowercase, sans-serif font. The "t" is lowercase, while "ompeters!" is uppercase. The exclamation point is a standard size. The text is centered within a solid red square.

Tom Peters' Compact Guide to Excellence

Authors: Tom Peters & Nancye Green

Nancye, how did you become a coauthor of Tom Peters' Compact Guide to Excellence?

Tom loves design. I love everything Tom says. And it was such a pleasure and an honor and a joy working together—through COVID, by the way. It was like two magnets coming together. So, both of us had shut down and this project—about this distilled down, really basic, beautiful, little red book that was what started the project. Tom's been at this for decades and he decided that design and the way they were portrayed was as important as what they said—so he invited me to be a co-author and it really is a tribute to his understanding of what design really is and what design really does.

For more information, visit tompeters.com.