

The logo for Tom Peters, featuring the text "tom peters!" in a white, lowercase, sans-serif font. The text is positioned on the left side of a solid red square background.

Tom Peters' Compact Guide to Excellence

Authors: Tom Peters & Nancye Green

Nancye, how is your design of Tom Peters' Compact Guide to Excellence unique?

One thing I love about The Compact Guide is that it's red—to be perfectly honest. I think that a red, square thing—a small, square, red thing—is something you want to have next to you. It's joyful. It says 'Come to me. Open me up.' And then each page is its own, has its own delivery. You're not reading a chapter to get to the idea, you're opening it and that page has something for you right there, right there.

For more information, visit tompeters.com.