

The logo for Tom Peters, featuring the text "tom peters!" in a white, lowercase, sans-serif font on a solid red rectangular background.

## Tom Peters' Compact Guide to Excellence

Authors: Tom Peters & Nancye Green

**Nancye, how does the design of *Tom Peters' Compact Guide to Excellence* help get the message across?**

*I love the fact that it's bite-sized—that you can dive into it for a minute, you can dive into it for an hour, you can read it cover to cover, and you can come back to it. And frankly the way it's shaped really grew out of what the idea of it was in the first place, which is what design should be. And I feel like that's what happened here. Tom wanted to boil down everything he thought about for the last 40 years and do something essential. And I think that's what this is.*

For more information, visit [tompeters.com](http://tompeters.com).