

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

**Tom, what message does this book deliver to business leaders?**

*I want The Compact Guide to Excellence entirely built around this powerful and encompassing idea of Extreme Humanism. I want it to be just one teeny, visual, touchable reminder of the importance of care and kindness. And because I'm seen as a business author, I want it to be one more, one final, one big step of just reminding people that these ideas are the centerpiece of what we call quote-unquote business—which is all about people—it's all about people and care. This- this is- this is the moment and I- I don't think we're going to change the world, but one little teeny-weeny baby step in the right direction at a moment when such a baby step is more than necessary.*

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