

The logo for 'tompeters!' is displayed in white lowercase text on a solid red rectangular background. The text 'tompeters!' is centered within the red box.

Tom, what is the core message for your readers?

All of my professional life that began with In Search of Excellence goes back to one day when my co-author, the late Bob Waterman, and I went to Hewlett-Packard in Palo Alto and were introduced to the idea of MBWA, Managing By Wandering Around, and that changed everything. What it said was, 'leading and managing is an intimate art. It's not about spreadsheets. It's not about formal meetings. It's about a conversation.' And so that idea is what I've been trying to say in a book in 1982, in a 911-page book that I was laughing about this morning when I got up called Liberation Management in 1992, and finally this. People First. People First. I don't know how many times I have to say it, but I think with the design and feel and taste and touch of this book we transmit the idea of Love, Passion, Design, and Humanity in a way that I've never even been close to achieving. And, of course, that is thanks to my co-author Nancye Green.

For more information, visit tompeters.com.