

The logo for Tom Peters, featuring the text "tompeters!" in a white, lowercase, sans-serif font. The text is centered within a solid red square.

Tom, what do you love about the design of *Tom Peters' Compact Guide to Excellence*?

I'm sure I have a big ego—I hope it's not an enormous ego—but I do want to say I just love this book. And I love to touch it. And I've got my own book beside the bed—which is maybe just the worst thing you've ever heard a person say.

For more information, visit tompeters.com.