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Are You Change Ready?

Important new book, READY Thinking, provides essential insights, critical tools to help individuals, leaders, organizations thrive amid uncertainty

MINNEAPOLIS – October 9, 2008 – Today’s financial crisis is sending shockwaves across virtually every business, organization and individual in America and around the globe. Now, John Baker, a noted authority on change and leadership, and a financial-industry veteran, offers crucial insight and strategies to help leaders and organizations thrive in the face of change.

Baker’s new book is ***READY Thinking: Primed for Change, 5 Principles for Action in Times of Uncertainty***. In it, he outlines how organizations—and their leaders—can capitalize on opportunities amid tumultuous change and go beyond mere survival to actually *grow* their businesses.

READY Thinking constitutes essential reading for anyone who wants to:

- Move yourself and your organization through change more rapidly and sell more business.
- Engage employees, retain top talent and get on task faster.
- Drive client loyalty in a changing environment by more effectively overcoming obstacles.
- Grow market share, take more risks and seize opportunities.
- Achieve all of this with a resolute, committed team that works across organizational silos.

Baker systematically breaks down the barriers to defining reality – the first step in getting “ready”: including lack of focus, fear and playing the ‘what if?’ game, among others. He also provides concrete tools for handling change, including more than two dozen ‘2-minute drills’ that provide ammunition to fight back and thrive during times of stress and uncertainty.

To order copies of ***READY Thinking*** for yourself and your organization, visit www.atlasbooks.com, www.readythinking.com or ask for it at any book retailer.

About John Baker

John Baker is a noted authority on change, a professional speaker, a financial-industry executive with more than 20 years of experience, and a successful entrepreneur. He is the founder of READY Thinking, LLC, an organizational and leadership development firm committed to helping individuals and organizations win when faced with change. A member of the National Speakers Association, John lives with his family in Minnesota. For more information, go to www.readythinking.com.

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