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3 WISE MEN FROM THE PAST RETURN TO INSPIRE WORKERS

(San Luis Obispo, CA) A recent survey in the *Gallop Management Journal* states that almost 80% of employees are unhappy with their jobs. This “unhappiness” results in a negative impact of approximately 300 billion dollars on business every year. Companies striving to cut costs - instead of people - are finding some inspiration and advice in a new book called *Masters of Motivation*. Compiled and edited by Bob Garner, the book unites, for the first time, the one hundred year old classic works *As A Man Thinketh* by James Allen; *The Art of Money-Getting* by P.T. Barnum, and *Acres of Diamonds* by Russell Conwell. This updated and “gender friendly” compilation not only contains concepts on improving one’s attitudes, but also, according to Tom Burger, Senior Vice-President of NEC America, “It includes a variety of ideas, strategies and principles that relate to many of today’s relevant and important business issues.” Burger adds, “*Masters of Motivation* should be in the hands of every business person – from executives to front line employees.”

Echoing that statement are numerous executives, employees, sales reps and entrepreneurs who are discovering numerous modern day applications for this age-old wisdom. Anthony J. Parkinson, President & CEO of Insession Technologies calls *Masters of Motivation* “a must read” saying, “It is a time-tested blend of ideas and teachings that will empower any type of organization or individual. Andrew Warner, Director of Training at the *Tampa Tribune* agrees saying, “Each work provides usable information that I can benefit from – both personally and professionally.”

In addition to thoughts on heightening attitude and self-improvement, the book features information on how to save and make money, be a better employee or employer, increase sales, grow a business, and save a career. *Masters* also attacks excuses that people use for not being more productive and achieving success, as well as the myths - fostered by many - regarding wealth. Business and community leaders, as well as entrepreneurs will be intrigued by the section that challenges the belief that one must leave where they currently live and head for “greener pastures” elsewhere in order to be successful.

Students of history know that many of the worries, concerns, and aspirations that people presently have are very similar to ones people had in the past. *Masters of Motivation* seems to not only shine light from the annals of history to provide answers for today, but also, perhaps, gives the saying “Respect your elders” a new lease on life. Released in January 2004 by Sunday & Weiss Publishing, *Masters of Motivation* is available nationwide at bookstores, online, or at www.sundayandweiss.com.

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Masters of Motivation is available for \$12.95 nationwide and online at www.sundayandweiss.com
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