

How Your Business Can Be Happily UNAFFECTED BY AND IMMUNE TO ANY RECESSION And PROSPER WILDLY, LIKE NEVER BEFORE, Starting Right Now by successfully selling at premium prices and fees, with exceptional profit margins, to the **BOOMING AFFLUENT POPULATION**

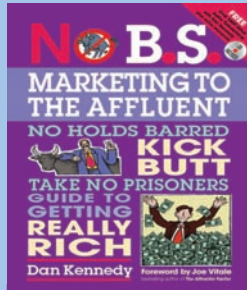
“Follow the Money!” says this marketing-to-the-affluent expert, popular author Dan Kennedy – relied on by millions for sage, if contrarian and controversial business advice via 12 other popular business books, his widely read monthly newsletter, coaching and consulting. **“Don’t you dare believe** there’s nobody spending.” The media mental illness need not infect you.

Imagine that you own a shop on a main street in a part of town that is losing its well-to-do residents, its closest major employers closing their doors. Sunny days stop. Gloom and doom descend. From your shop’s front door, you see a world in decay. But only three streets away from the rear of your store, out of your sight, there’s a community booming with new office buildings and lots of jobs, its streets’ shops and restaurants busy all day with the area’s workers, equally busy at evening with the residents of the shiny, new, luxury condominium skyscrapers at that street’s end. Golden sunlight makes the diamonds and gold bricks in the street sparkle.

This is exactly the position so many business owners are in – what they can’t see and are unaware of is not *literally* a place a few streets away; instead it is a *segment of the market* last and least affected by economic troubles, blissfully unaware of the price of gas, rich in discretionary income, cheerfully paying premium prices and fees for luxury goods and superior service – and shockingly, this is the fastest growing consumer segment in the U.S. and abroad. **MY BOOK reveals who they are, how to connect with them, and how to profit as never before by marketing effectively to them.** This is the fastest and surest path to prosperity even in tough times – while others suffer, cry, gnash their teeth – and the best way to get really, really rich in good times. I provide LITTLE-KNOWN, even SECRET INSIDER INFORMATION fully supported by real-life examples and action strategies (NOT theory), so you can ‘rob mansions – not convenience stores’!

IN THIS GROUNDBREAKING, RELENTLESSLY PRACTICAL NEW BOOK:

- **Free Audio CD** recorded at author’s Price, Profit & Power Seminar
- **Awe-Inspiring, Idea-Rich Examples from:** Lamborghini, Disney, J. Peterman (as seen on ‘Seinfeld’), \$2,995.00 lobsters, The Martha Stewart of Motorcycles, \$52,000.00 kids’ playhouses, gourmet pizzerias, luxury home real estate agents, top financial services professionals, a former madam-turned-sales expert
- **E-FACTORS:** the appeals affluent customers find *irresistible*
- **MILLION DOLLAR MARKETING TO THE AFFLUENT SYSTEM** step by step
- **PRIVACY IS DEAD: We KNOW where they live** and how to directly connect
- **STOP selling products and services:** radically different thinking about your business
- **BREAK FREE of all boundaries...** turning local into global, ordinary into extraordinary
- **SPECIFIC PRICE STRATEGIES** that create **instant income breakthroughs**
- Something for EVERY kind of business, company, practice or sales career



It’s a “monster”! – 400 pages jam-packed with fascinating facts, stories and insights to the mass-affluent, affluent and super-affluent customers plus detailed how-to marketing, sales and profit strategies. WITH A FOREWORD BY JOE VITALE, from ‘THE SECRET,’ author of ‘The Attractor Factor’

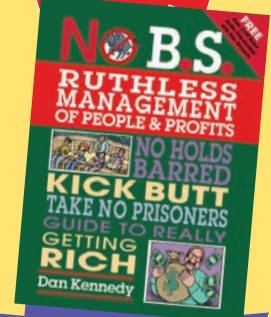
Did he actually use the word RUTHLESS? – yes, this is the new MANAGEMENT (AND MARKETING) book that dares to spit in the eye of mamby-pamby managers letting the inmates run the asylum, business school theory and b.s., liberal ideas...it is **THE PERMISSION SLIP YOU’VE BEEN WAITING FOR** to actually run your business AS YOUR business, for you, for maximum profit!...with clear, bold, specific, liberating action strategies.

Extract More Profit From Your Business... ANY Kind Of Business... Starting Right Now!

IN THIS “IN YOUR FACE,” CHALLENGE YOU TO DEMAND SUCCESS, ABSOLUTELY NO-NONSENSE BOOK, YOU’LL FACE UP TO:

- The TRUE nature of Employer-Employee Relationships. SEE the shocking comparison of their agenda to yours side by side and (in Chapter 7) confront THE NEVER-SPOKEN TRUTHS about EVERY employee that now rob you of top profits: Get real! Take control! Get RESULTS!
- What Lou Dobbs at CNN doesn’t ‘get’ about business: the only sane prescription for guilt-free, determined, straightforward management of people for performance, business for profit
- (Page 74) – why attempting to hire exceptional people is a fool’s futile mission – how to create an exceptional business attracting and keeping ideal customers IN THE REAL WORLD
- **THE WORST NUMBER** in business is...you’d better know it and protect yourself from the sudden destruction lurking just around the corner + vital “money numbers” your accountant or CPA will never give you...how to unearth hidden opportunities ‘by the numbers’
- (Chapter 18) Making marketing the master, all others servants...deciding what business you are REALLY in... (Chapter 30) finally, seamlessly integrating advertising, marketing, sales to PROCESS rather than random acts, erratic results
- (Chapter 44) How to Profit from The Age of Mass Incompetence, even profit from a Monster Recession
- Laugh-out-loud examples and brilliant, strategy-rich lessons from: wild bears eating dumb humans, Zen leadership hocus pocus, mice, Mom counting cookies, the million-dollar piece of

New, Provocative Book
Features Two of Dan’s Clients with Companies on the **INC. 500 List of fastest-emerging companies** - What might they know that could accelerate your accomplishments?



FREE GIFTS with this book include **THREE WEBINARS, TELE-SEMINAR, INCOME EXPLOSION GUIDE, NEWSLETTERS & more...** over \$600.00 Value from this bestselling author!

gume, dogs and fleas; John Galt; the REAL Disney management protocol; dozens of amazing entrepreneurs (not ‘the usual suspects’ found in every management book)

• WHAT OTHERS SAY:
“I’ve been a business owner since 1983, had as many as 45 employees - spent 2 years and \$60,000.00 on an MBA and can tell you that Dan’s book is 1,000 times more valuable.”

- Stephen Oliver
President, MileHighKarate.com, franchisor of schools nationwide

“Dan Kennedy strikes again. His new book Re-Defines management. I took immediate action...”

- Dave Dickson
Ice Cold Air Discount Auto Repair, 20 outlets

“This book is a: MUST READ and MUST IMPLEMENT IMMEDIATELY - it’s Dan’s solid advice that has enabled me to manage 55 employees while opening new businesses, franchising clinics, and achieving record growth, fast.”

- Chris Tomshak, D.C., CEO, HealthSource INC.

AVAILABLE NOW at amazon.com, BN.com, Barnes&Noble, Borders and other fine booksellers. **FREE INFORMATION** at www.NoBSBooks.com

EXTRA FREE OFFER: Take a 2-month FREE Test Drive of Dan’s elite GOLD MEMBERSHIP including his famous No B.S. Marketing Letter, Audio CD, three free webinars, over \$600.00 in resources at:

www.NoBSAffluent.com

AVAILABLE NOW at amazon.com, BN.com, Barnes&Noble, Borders and other fine booksellers. **FREE INFORMATION** at www.NoBSBooks.com

EXTRA FREE OFFER: Take a 2-month FREE Test Drive of Dan’s elite GOLD MEMBERSHIP including his famous No B.S. Marketing Letter, Audio CD, three free webinars, over \$600.00 in resources at:

www.RuthlessManagement.com