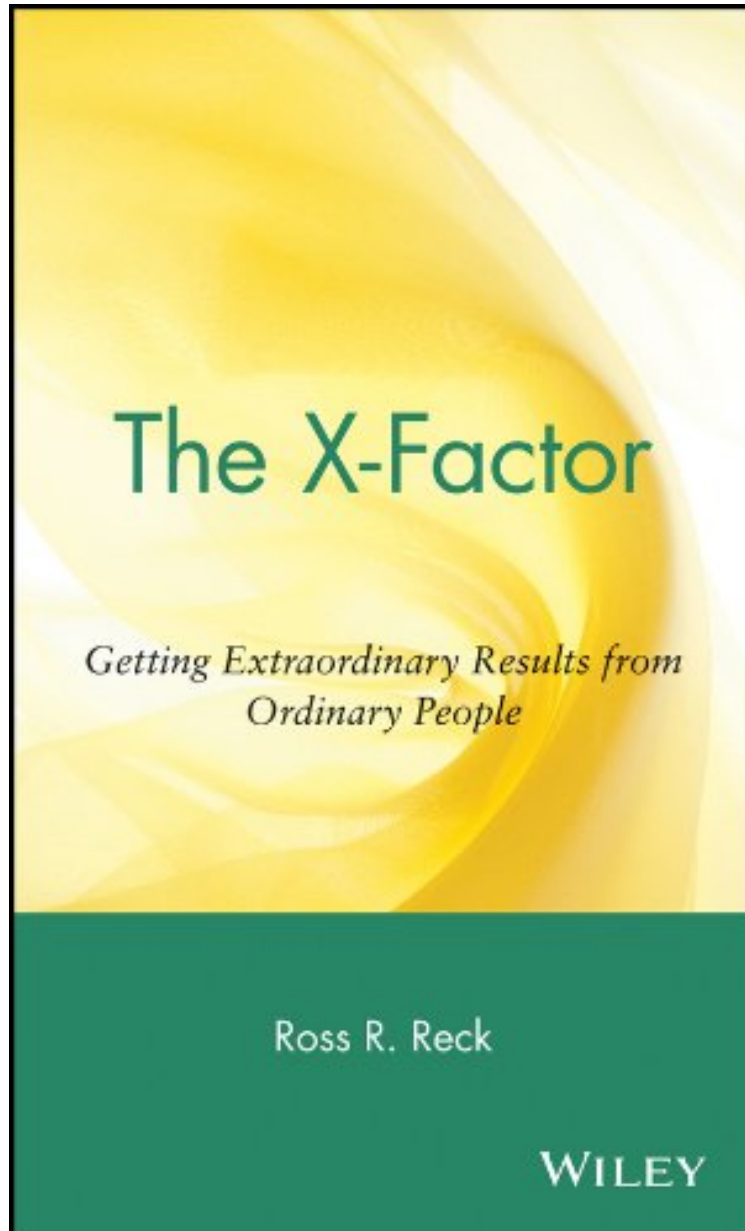


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# The X-Factor: Getting Extraordinary Results from Ordinary People

*Ross R. Reck*

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The X-Factor is the most complete and practical management/leadership/motivation book ever written. It picks up where "In Search of Excellence" left off and is the perfect compliment for "Good to Great". This book is incredibly well researched and thought through -- the author leaves few, if any, stones unturned. At the same time, The X-Factor is a wonderfully compelling story and an easy read. Once you start this book, you literally can't put it down...IT'S THAT GOOD!

Ross Reck is a consultant who spent the last 15 years developing a four-step management process to help his global clients add millions to their bottom lines. His philosophy is built around what he terms as the "X-factor" -- the secret of getting ordinary people X-cited about going the X-tra mile to help their managers achieve X-traordinary results. The process he builds around it is comprehensive, easy to understand and use, and universal in its application. Presenting his techniques as a business parable, Reck shows how any manager can harness the "X-factor" to achieve extraordinary results from ordinary people.