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For Immediate Release

Exposing the Truth

.....*It's not 'The Secret'.*

With Christmas around the corner, books from two prominent Australian business people are crediting their business success not to 'the secret', 'the law of attraction', a rich dad or even their own ability, but to the original leadership expert - God.

Gloria Jeans co-founder **Peter Irvine** and former *Harvey Norman* General Manager **Tony Gattari** have both released books during 2007 that credit their business success to following the business principles first found in the bible.

"The law of attraction is nothing more than faith repackaged to sell books and DVD's," said Tony Gattari, who first appeared on the radar as the General Manager of Harvey Norman's computer and communications division, taking sales from \$12 million to \$565 million in nine years.

"In my younger days I was filled with self importance and I thought I knew all there was to know. I immersed myself in literature, and then one day my wife asked me if I had read *the book*.

"While reading the Bible I realised that while world famous leadership 'experts' proclaim these principles as their own, I discovered they were first spoken more than 2000 years ago.

"So I thought, how amazing would it be to write a book about the keys to running a profitable business, but give the credit to the original author," he enthused. That book is *Pillars of Business Success*.

Peter Irvine's *Win in Business* was released later in 2007 and similarly credits faith with helping him reach incredible heights with Gloria Jeans Coffees.

Part of Peter's vision is to see businesses give back to the community. Peter's Christian faith is evidenced throughout *Win in Business* as he offers powerful scriptures to back up his business and life principles.

With Christmas upon us, it seems even more timely for these authors to continue their crusade to see the original author credited for their continued business success.

'Pillars of Business Success' and 'Win in Business' are both available at leading bookshops or can be purchased directly from www.achieversgroup.com.au

For More Information, photographs or Interviews, please call:

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About Achievers Group

Tony Gattari established Achievers Group in 2002 to provide one-on-one business development and consultancy. Tony has over 20 years experience in all aspects of business.

Tony was the General Manager of Harvey Norman's Computers and Communications Division, and oversaw the growth of the division from \$12 million to \$565 million over nine years.

His ever-increasing list of clients contains more than 110 businesses including Acer Computers, Harvey Norman, Rebel Sport, Gloria Jeans Coffee, Subway, Australian Geographic, Australia Post and other large and well-known companies.

Since 2002 the company has grown to become Australia's leading Business Development Company and now incorporates Shaun Mooney as a business adviser and the recent addition of Peter Irvine as a Franchise Consultant.

For more information refer to the website www.achieversgroup.com.au



About Peter Irvine

Peter has more than 40 years experience in business at a high profile management level. Peter started his professional career as a junior at DDB Needham, Sydney, which became the second largest advertising agency in Sydney.

Over 33 years at DDB Needham, Peter acquired an extensive portfolio of business expertise, commencing in media planning and buying, progressing to Media Director for Sydney and National Campaigns, then onto General Manager and finally ending his career at DDB Needham as Managing Director.

Whilst at DDB Needham Peter was part of the team that introduced McDonalds to Australia.

In 1996 Peter branched into franchising and in conjunction with his business partner Nabi Saleh, established the Gloria Jean's Coffees franchise in Australia.

Since they opened their first coffee house in November 1996, Gloria Jean's Coffees has grown to be the largest specialty coffee retailer and one of the fastest growing franchise organisations in Australia. Today there are over 440 Gloria Jean's stores and kiosks across Australia and over 800 coffee houses in 30 countries worldwide.

In January 2005, Peter and Nabi purchased the international Master Franchise brand and supply and roasting rights for all countries.

Peter Irvine is a regular speaker at industry forums and events, including Franchise Council of Australia events, the National Retailers Convention and the BRW Franchising Round Table, where he talks about a range of franchise and business industry issues including legislation, motivational business advice.

Peter is available for speaking engagements and works as a Franchise Consultant with Achievers Group.

Peter Irvine supports *Mercy Ministries*, *Opportunity International* and *Compassion*.