

## There is no 'secret' It's all about business principles

Coming in February 2010, a new book from prominent business educator and advisor Tony Gattari crediting business success not to some 'secret' or 'the law of attraction' or a rich dad or even personal ability, but to a principled approach.

**Business Success**, written by famed business expert **Tony Gattari**, provides business owners with not just some great business success stories, but a chance to understand some basic principles that lead to success and a set of practical exercises designed to generate the same sort of success in their own business.

"In my younger days I was filled with self importance and I thought I knew all there was to know," says Tony. "Then for one year, I immersed myself in over 200 business books and found that there are no secrets – just basic and simple principles that underpin the success of any business.

"So I thought, how amazing would it be to write a book explaining how to run a profitable business, but give the credit to these eternal principles rather than to some business guru. The result is my new book, *Business Success*.

"I'm proud of the fact that I'm not a Harvard graduate, I have never worked for The Boston Consulting Group and I am unlikely ever to be offered a scholarship at Oxford. My knowledge comes from life experience. I've built a number of businesses and I've experienced both success and failure. I've complemented what I've learned from my own business experience by observing, reading and listening to what other companies and individuals say and practice."

The book is already receiving rave reviews. Here is a sample of what some people have had to say:

"Tony Gattari is one of the best business educators in the country. He never ceases to amaze me with his knowledge, garnered over decades of in-the-trenches experience, and wisdom on how and when to apply it."

**Dale Beaumont, Author of 16 best-selling books**

“In business, we all need practical down-to-earth business advice – not another motivational book. Tony Gattari brings this advice by being direct and open about his experience. Tony doesn’t just experience business day-to-day; he lives and breathes business.”

**Peter Irvine, Co-Founder of Gloria Jean’s Coffees and author of *Win in Business***

*Business Success* is part memoir, part textbook and part workbook. It offers those who own or run businesses with strategies to improve cash flow, teamwork, sales and profits, while creating a business that works for the owner.

*Business Success* can be preordered from [www.achieversgroup.com.au](http://www.achieversgroup.com.au) and will be available through leading book stores from February 2010

**For More Information Please Contact:**

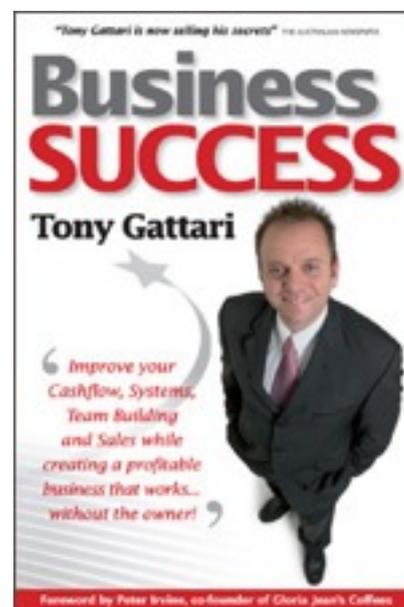
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### **About *Business Success***

Building on the success of Tony Gattari’s previous titles *Pillars of Business Success* and *Marketing Success*, in his latest book, ***Business Success***, Tony draws on his real-life business experience. As head of Harvey Norman’s Computer & Communications Division, Tony oversaw the growth of that division from \$12 million to \$565 million in revenue in just nine years. Based on this experience, and having also worked as a business advisor and trainer to over 130 businesses worldwide, in this book Tony Gattari brings together a deep understanding of the principles, strategies and tactics that underpin the success of any thriving business.

Written for both new and experienced business owners and their teams, this book highlights ways to massively



improve cash flow, improve teamwork, significantly increase profits and reduce the amount of time the owner has to work in the business.

This straight-shooting, no-nonsense book is a must read for any person in business. You will be challenged and taught to introduce low-cost, proven measures that get results!

### **About Achievers Group**

Tony Gattari established Achievers Group in 2002 as a provider of one-on-one business development and consultancy services.

Tony has over 20 years experience in all aspects of business. During the 1990s, he was General Manager of Harvey Norman's Computers and Communications Division and oversaw the growth of the division from \$12 million to \$565 million in just nine years.



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

Since 2002 Achievers Group has grown to become Australia's leading business development company.