

***Influencer: The Power to Change Anything* named Best Business Book of 2008**

New York Times *bestselling author team receive Soundview award for second time*

Provo, UT – February 4, 2009 – The *New York Times* bestseller, *Influencer: The Power to Change Anything* (McGraw-Hill, 2008), has received the prestigious Harold Longman Award for the Best Business Book of 2008 from Soundview Executive Book Summaries, the global leader in business content summarization.

Influencer was chosen among the bestselling books of 2008 as the top business book of the year by Soundview's 100,000 subscribers, beating out other titles including *Transparency* by Warren Bennis, Daniel Goleman, and James O'Toole, and *Leadership Gold* by John C. Maxwell. The titles were hand-selected by the Soundview editorial staff based on the criteria of delivering cutting-edge ideas and providing immediate value to readers.

"This is truly a readers' choice award that signifies the importance of this topic as a much needed resource in the business world today," says Rebecca Clement, Soundview's publisher.

Authored by Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan and Al Switzler, *Influencer* draws from more than five decades of research and studied practice to develop powerful influence strategies that can be replicated and learned by anyone. The book identifies high-leverage behaviors that lead to rapid and profound change, as well as a step-by-step approach to making personal, organizational, or societal change inevitable.

"Being nominated by business leaders and avid book readers as the best business book of 2008 is the greatest accomplishment any author team could ask for," said Joseph Grenny, coauthor of *Influencer* and one of the cofounders of VitalSmarts, an innovator in corporate training and organizational performance. "We are delighted to see others putting into action what we have long believed to be one of the most vital skill sets in creating real change."

Influencer is the authors' second bestseller to be chosen as the best business book of the year, making the team the only two-time winner of the coveted Harold Longman Award. Their second *New York Times* bestseller, *Crucial Confrontations* (McGraw-Hill, 2004), was named the Best Business Book of 2004. They also authored the *New York Times* bestseller, *Crucial Conversations* (McGraw-Hill, 2002), which recently surpassed the one million mark in copies sold worldwide.

About Soundview

Founded in 1978, Soundview pioneered the concept of distilling the key points and ideas of full-length business books into easy-to-read print summaries, as well as audio and digital summaries—helping readers maximize time and business intelligence. With a worldwide subscriber base exceeding 100,000, Soundview's customers include CEOs, entrepreneurs, business consultants, academics and students. www.summary.com

About VitalSmarts

An innovator in corporate training and organizational performance, VitalSmarts is home to award-winning training products that deliver powerful tools that enrich relationships and improve end results. The company also has three *New York Times* bestselling books, *Crucial Conversations*, *Crucial Confrontations*, and *Influencer*. VitalSmarts has been listed twice on the *Inc.* 500 list of fastest-growing companies and has taught more than 2 million people worldwide. www.vital-smarts.com

Note to the editor: The coauthors of *Influencer: The Power to Change Anything* are available for review. Review copies of *Influencer* are also available upon request.

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