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Bestselling Author PATRICK LENCIONI Marks 10<sup>th</sup> Anniversary of  
***The Five Temptations of a CEO*** with Commemorative Edition

Writer's First Book Continues to Inspire and Enlighten Readers Worldwide

**San Francisco (June 30, 2008)**—Since it was first introduced in 1998, best-selling author and CEO of The Table Group, Patrick Lencioni's *The Five Temptations of a CEO*, has reached countless readers around the globe through its timeless and powerful reminders about successful leadership. The lessons outlined in the fable are as relevant today as ever, and a special 10<sup>th</sup> anniversary edition, available this month, celebrates ten years of inspiration and enlightenment with a new introduction and testimonials from respected business leaders.

"This book reflects so much of what I love about Patrick's insights; thought provoking, challenging of the accepted, simple but not simplistic, and highly practical. It should be a primer for leaders at all levels—not just CEOs," said Colleen C. Barrett, president, Southwest Airlines Co.

*The Five Temptations of a CEO* (Jossey-Bass/June 2008/\$24.95/ISBN13: 978-0-470-26758-5) is a tale of a young CEO who, facing his first annual board review, knows he is failing but doesn't know why. This refreshingly original and utterly compelling, razor-sharp novelette serves as an enduring and effective example that success as a leader can come down to practicing a few simple behaviors that are often difficult to master. Any executive, though, can learn how to recognize the mistakes that leaders make and how to avoid them. First published in 1998, *The Five Temptations of a CEO* has sold more than 185,000 copies and has been translated into 16 languages.

"*The Five Temptations of a CEO*, more than anything, is just a reminder of simple concepts that we already know, and have possibly known for a long time," Lencioni said. "I wrote this fable for real people in imperfect organizations who are hungry to be better leaders and managers. The ideas presented throughout the book stand the test of time."

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Lencioni is the author of seven best-selling books including the *New York Times*, *BusinessWeek* and *Wall Street Journal* bestsellers, *The Three Signs of a Miserable Job* and *The Five Dysfunctions of a Team*. And this fall Lencioni will release his newest fable: *The Three Big Questions for a Frantic Family: A Leadership Fable about Restoring Sanity to the Most Important Organization In Your Life*.

#### **About the Author**

Patrick Lencioni is founder and president of The Table Group, Inc., a specialized management-consulting firm focused on organizational health. With over two and a half million books sold, Lencioni is the author of six nationally recognized books, including *The Five Dysfunctions of a Team*, which continues to be highlighted on the *New York Times*, *BusinessWeek*, *Wall Street Journal*, and *USA Today* best-seller lists. As a consultant and keynote speaker, he has worked with thousands of senior executives in organizations ranging from Fortune 500s and high-tech start-ups to universities and nonprofits. He has been described by *The One-Minute Manager's* Ken Blanchard as "fast defining the next generation of leadership thinkers." Pat's passion for organizations and teams is reflected in his writing, speaking, and consulting.

#### **The Five Temptations of a CEO**

**John Wiley & Sons, Inc.**

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