

**Tom Peters' *EXCELLENCE NOW: EXTREME HUMANISM* calls on leaders to recognize and acknowledge—once and for all—that the success of any enterprise is first and foremost dependent on what the author calls “radical development of its people” and creation of products and services that aim to do no less than “make the world a little bit better.” Published March 15, 2021**

*Peters' 19th Book Declares a Path Forward Amidst Global Economic Fallout from COVID-19: People First, Community First, Products and Services that Serve Humanity.*



News provided by

Networlding and **un/teaching**

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NEW YORK, March 15, 2021 /PRNewswire/ -- Tom Peters, #1 *New York Times* bestselling author, with Bob Waterman, of the global phenomenon *In Search of Excellence*, (ranked as the "greatest business book of all time" by Britain's Bloomsbury Publishing) will release his newest book, *EXCELLENCE NOW: EXTREME HUMANISM* a call to action to CEO's and all leaders of organizations to put people and communities first, and create products and services that serve humanity.

The announcement was made today by his publishers Networlding and **un/teaching**. The foreword for *EXCELLENCE NOW: EXTREME HUMANISM* was written by Vala Afshar, Chief Digital Evangelist for Salesforce. The book and social media campaign have been designed by Nancye Green and Stuart Lopez of Donovan/Green.

*“What you are doing right now will be the hallmark of your entire career.”*

That’s what Tom is insisting about the critical nature of leadership in current conditions. These tumultuous times demand deep engagement, human connection, and, yes, EXCELLENCE. Tom calls *Excellence Now: Extreme Humanism* his “Summa” (Latin for total) and it delivers an impassioned, yet clear-eyed plea that “excellence” now means an extreme focus on humanism as the only way any business or organization can sustain itself for the future.



From Peters: “While editing the first ten pages, I realized that the 43 years since our 1st book’s research started were 43 years of waiting for this moment. The stuff I’ve been shouting about has moved from ‘damn good business strategy’ to ‘undeniable necessity’ in the face of triple madness: COVID-19, racial injustice, artificial intelligence at the tipping point. This multi-dimensional turmoil makes this book’s message far more timely, far more powerful, far more pertinent—and far more urgent—than I could have imagined.

Leading amidst chaos. Leading amidst the personal and economic anguish brought on by COVID-19. Leading amidst the social pain symbolized by loud, angry, renewed awareness of racial inequities that defy decades of efforts to bring about large-scale change. How do leaders cope—and even thrive in their efforts to serve the communities in which they are imbedded—amidst this madness? I say for the umpteenth time...

People's Growth [REALLY] first, Community Engagement [REALLY] first, Planet Earth [REALLY] first, Products and Services that Serve Humanity rather than shareholder wealth accretion [REALLY] first. Now."

The book's pragmatism is pointedly aimed at the leaders who are making decisions right now, and those emerging leaders who are ready to boldly make decisions for themselves. Because there's no time to wait. Ten topics come with 75 "To-Dos," challenging each of us to get going. *EXCELLENCE NOW: EXTREME HUMANISM* is the leading edge of a campaign that brings a trio of tools (shown below) for his final lessons in Excellence. The tools are *Excellence Now: The Forty-Three Number Ones* eBook, *Excellence Now: Extreme Humanism* hardback, and *Excellence: Now More Than Ever* six-part video course series, with a free preview available **through Udemy.**

FEB  
2021  
15



Excellence Now: Poster Series (FREE at TomPeters.com)

DEC  
2020  
29



Excellence Now: The Forty-Three Number Ones (eBook)

MAR  
2021  
15



Excellence Now: Extreme Humanism (Book & eBook)



"43 years trying. One last time. People first. Damn it!"

# Excellence Now: The Campaign 2020-2022

TomPeters.com



JAN  
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15



Excellence: Now More Than Ever (Six Course Online Experience Free Preview)

MAR  
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Course 1: The Power of Excellence

MAY  
2021  
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Course 2: People (Really) First

JUL  
2021  
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Course 3: Innovation

SEP  
2021  
15



Course 4: Value-Added Strategies

NOV  
2021  
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Course 5: Leadership Excellence

JAN  
2022  
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Course 6: Leadership with Urgency

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From Nancye Green, CEO of *un/teaching* and founder with Michael Donovan of Donovan/Green. "We've been honored to design the book and visualize the campaign for *EXCELLENCE NOW: EXTREME HUMANISM*. Tom Peters has been a steadfast champion of design for decades as a (hugely) underrated 'strategic tool,' and we wholeheartedly agree."

*EXCELLENCE NOW: EXTREME HUMANISM* is being published jointly by Networkling Publishing and *un/teaching*. Audiobooks, in all formats, will be available in all places where audiobooks are sold.

## **ABOUT TOM PETERS**

Tom Peters grew up in Annapolis, Maryland. He played a lot of lacrosse. After acquiring two engineering degrees from Cornell, he spent two years as a U.S. Navy combat engineer in Vietnam and two years as a Pentagon bureaucrat. Next, Tom earned an MBA and Ph.D. in organizational effectiveness from Stanford. In the middle of that time, he served for two years as a White House drug abuse policy advisor. He then joined McKinsey in San Francisco. He was given an “oddball” (by McKinsey standards) assignment to study organizational effectiveness and to figure out why big companies are consistently crappy at implementation. Out of that analysis came *In Search of Excellence*, published in 1982, which became a huge bestseller. It is commonly agreed to have reshaped global business thinking and has been anointed time and again as “the best business book ever.”

Along the way, Tom founded the Tom Peters Company, based in Palo Alto. Labeled the premier “business guru,” he has written 18 more books, including one released in March 2021, *Excellence Now: Extreme Humanism*. He has also delivered 2,500-plus speeches in 63 countries. All of this work and all of those frequent-flyer miles boiled down to a tireless focus on putting people first, developing leaders who stay in intimate touch with the front-liners who do the real work, selecting more women for top leadership roles, being a stellar community citizen, and making no less than inspiring products—all of which aim to make the world a little bit better and are also the best path to growth and profitability, and, for the individual, a life of honorable service. Tom repeatedly says that he does not understand why this straightforward, “not rocket science” message, which he has been ranting and raving about for 43 years, seems to be so hard to grasp—but he will continue to “sell” these timeless ideas until his last breath.

## **ABOUT the Publishers**

**Networlding** is a hybrid, boutique publishing and book-creation firm that works with thought leaders who focus on socially conscious initiatives. Melissa and her team of experts help their clients write, publish, and successfully launch their books. Networlding uses a portion of its monies made from publishing to mentor youth and new adults, especially those in at-risk communities.

**un/teaching** builds platforms for ideas that will move us collectively out of fear, complacency and activate our extreme humanity. We shepherd them from concept to market—from one person to many. We take a novel, **un/teaching** approach to strategy, marketing, design, publishing, and, most of all, relationships.

**ABOUT the Book Designers**

Donovan/Green was founded by Michael Donovan and Nancye Green. Their shared commitment to design coupled with their drive for understanding developed into what is now a nimble, strategy-based communications agency. Donovan/Green has invented, developed, designed, and produced in many forms for clients as diverse as Hoffman-La Roche, 3M, P&G, Marriott, the Ronald Reagan Presidential Library, American Express, GM, Sony, and American Girl Place, among many others.

***EXCELLENCE NOW: EXTREME HUMANISM***

By Tom Peters

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