



Guts!: Companies that Blow the Doors off Business-as-usual

Kevin Freiberg

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Kevin and Jackie Freiberg's previous book, *Nuts!: Southwest Airline's Crazy Recipe for Business and Personal Success*, described the unconventional leadership that made Southwest an airline industry dynamo. In GUTS!, the Freibergs look at twenty-five gutsy and extraordinarily successful businesses and introduce the chief executives who are creating a new corporate ethos that blows the doors off business-as-usual.

Drawing on five years of research, the Freibergs provide a behind-the-scenes look at these intensely focused, passionate, and unconventional leaders and their companies. Among them:

- James Blanchard, CEO of Synovus Financial, a financial services giant with more than 16 billion dollars in assets
- Roy Spence, Jr., President of GSD&M Advertising, which *AdWeek* magazine named Southwest Agency of the Year seven times
- James Goodnight of SAS, a world leader in intelligence software

Although the leaders in the book represent a wide-range of industries, they share a common vision: They see business as a heroic cause and understand that good leadership isn't a matter of position, but of influence. They reject hierarchical rules, rituals, and expectations, and have replaced in-the-box management with a culture based on passion and innovation. They regard their employees not as "human resources," but as individuals with unique gifts and talents. And make everyone in the company responsible for the company's brand and culture.

An exciting follow-up to *Nuts!*, which has sold nearly 500,000 copies in hardcover and paperback, GUTS! proves that it is possible to have fun, live your values, and still make money.

From the Hardcover edition.

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