

Read what the country's top CEO's and Business Leaders are saying about Carrison and Walsh's "Semper Fi..."

"If the Marine Corps were to be magically transformed into a business enterprise would immediately be aware of 'the new kid on the block.' The dedication to mission - and the ability of its leaders to inspire those under their authority - would make the Marine Corps in the business world exactly what it is in the military world: a success out of all proportion to its size. This book is for business leaders, wherever he or she stands on the organizational ladder!"

—Vernon R. Loucks, Jr.
CEO, Baxter International



"This reporter has seen Marines leading the way from Danang to Kuwait and every dateline in between. I've also seen ex-Marines leading the way in offices and boardrooms across America. SEMPER FI tells it like it is, with a point-by-point analysis

of what makes a Marine a leader, in and out of the Corps. This is NOT one of those mumbo-jumbo, pseudo-philosophical books on leadership that try to make blue book like orange, and are of no use to anybody but their authors' accountants. SEMPER FI is a book you will actually USE, read and refer to again and again. Dan Carrison and Rod Walsh remind me that I might actually have made something out of myself if my own Marine career (brief, undistinguished) had lasted longer."

—Dan Rather
Anchor, CBS Evening News

"An excellent book! The authors have truly unearthed the best of the Marine Corps leadership principles and found many creative business applications. I highly recommend the book."

—Robert S. Morrison
CEO, Quaker Oats

"Three of the most important lessons from the Marine Corps that are essential to every successful business are creating an effective team, realizing that no hill is too tough to climb and then having the dedication and courage to climb it. SEMPER FI provides great insight into these and other lessons that work."

—Russell W. Meyer, Jr.
CEO, Cessna Aircraft

"For over two hundred years, the U.S. Marine Corps has excelled in accomplishing its mission regardless of how difficult. The Marines' unique culture and superior leadership capabilities that have led to success on the battlefield hold many useful lessons for any high performance organization. Carrison and Walsh have captured in their book the genius of this time proven system for the benefit of all who care to study it."

—Frederick W. Smith
Chairman of the Board and CEO of FedEx

"Semper Fi underscores how business leaders can capitalize on the Marine's proven principles. I recommend it strongly."

—H. C. Barnum, Jr.
Community Affairs Advisor, Arltec, Inc., Medal of Honor, Vietnam

"I've known lots of former Marines who have made it big in the business world. But until I read this book, I never realized how much the Marine Corps training, teaching, methodology and outlook had to do with their success. This eminently useful and readable book tells how and why the Marine Corps way works for a lifetime."

—Walter Anderson
Editor, Parade Magazine

■ "Read this book and you'll find out how the Marine way works in the business world." —Ed McMahon, TV Personality

■ "I love the book.... Being successful in business is a matter of survival, and no one teaches survival better than the Marine Corps." —Zell Miller, Governor of Georgia

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"Semper Fi- Business Leadership the Marine Corps Way."



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(Semper Fidelis—
Latin for "Always Faithful")

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Spend an hour or more with red-hot authors and former Marines, Dan Carrison and Rod Walsh, mastering the strategies of building and running a successful business "the Marine Corps Way!"



Learn how to create leaders at every level of your organization:

- ✓ Increase productivity and profitability without capital investment or sacrificing quality.
- ✓ Transform an employee's "paycheck loyalty" to mission commitment.
- ✓ Inspire your workforce to represent the company every waking hour of the day.
- ✓ Instill a "courageous attitude" in your sales force.
- ✓ Attract the top "recruits"—not necessarily those with the flashiest resume, but those who are drawn to the challenge of working for the best.
- ✓ Make your "basic training" so renowned that it becomes an industry credential.
- ✓ Create a company-wide environment of "mission readiness," in which negative attitudes and personal jealousies are considered to be forms of sabotage by your own workforce.
- ✓ Prepare all employees to recognize sexual harassment and discrimination, rebuff it, report it, and to refrain from such destructive behavior themselves.
- ✓ Prepare your female managers to confidently lead and excel in what many still view as a "man's world."
- ✓ Build unbeatable morale throughout your company.
- ✓ Discover why "esprit de corps" is NOT related to higher wages, increased benefits, or perks.
- ✓ Banish the concept of "market share" from the consciousness of your workforce; their goal should be "market supremacy."
- ✓ Bias your employees toward Victory!



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Rod Walsh, a former Marine and Vietnam veteran, has owned his own company, Blue Chip Inventory Service, for thirty-one years. He holds a BS in Business Administration from California State University and an MBA from Pepperdine University. He is also a licensed pilot, a former Congressional candidate and an accomplished public speaker.

Dan Carrison, is a former Marine and graduate of the University of California with a BA in English Literature. He is a professional speaker, a writer, and has been a sales executive for 20 years. He is now a Senior Account Executive for Simplex, a leading supplier of Fire Detection & Security.



Their column "Rosie's Bar and Grill," a bi-weekly opinion/editorial commentary, was syndicated by the New York Times Syndicate.

"Semper Fi— Business Leadership the Marine Corps Way"

Dan Carrison and Rod Walsh's book has taken the business world by storm. While there are many "business help" books out there, "Semper Fi" has cut through the clutter and **has become the "bible" for hundreds of CEO's of companies, large and small, across America.** By revealing leadership principles developed and fine tuned to perfection by the organization that "wrote the book" on leadership—the U.S. Marine Corps —Carrison and Walsh present a fresh and exciting approach to getting the best out of employees and managers, wherever they stand on the organizational ladder.

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