

ABOUT THE AUTHOR

Dave Lakhani is the world's first Business Acceleration Strategist and president of Bold Approach, Inc., a business acceleration strategy firm helping companies worldwide immediately increase their revenue through effective sales, marketing, and public relations.

Considered one of the world's top experts on the application of persuasion and Applied Propaganda, Dave's talks are in high demand and heard by corporations and trade organizations of all sizes worldwide. His advice is regularly seen in *Selling Power* magazine, *Sales and Marketing Management*, the *Wall Street Journal*, *Investor's Business Daily*, *INC.*, *Entrepreneur*, the "Today" show, and hundreds of other media outlets. Dave is also the host of "Making Marketing Work," a radio talk show focused on marketing strategy for growing businesses. Dave also authored *Persuasion: The Art of Getting What You Want* (Wiley, 2005), *The Power of an Hour* (Wiley, 2006), *A Fighting Chance* (Prince Publishing, 1991), a section of the anthology *Ready, Aim, Hire* (Persysco, 1992), and the audiobook *Making Marketing Work* (BA Books, 2004).

Dave has owned more than 10 successful businesses in the last 20 years and considers himself a serial entrepreneur and committed business builder. An avid student and life-long learner, Dave has studied every major sales, marketing, or influence professional in the past 20 years. He's a Master Practitioner of Neurolinguistic Programming (NLP) who has studied with NLP's founder, Richard Bandler, and is a graduate and former adjunct faculty member of The Wizard of Ads Academy.

Dave lives in Boise, Idaho, with his wife, Stephanie, and his daughter, Austria. When not on the road with clients or speaking, Dave enjoys scuba diving, skiing, martial arts, reading, and great wine.

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