



Title: ***Influencer: The Power To Change Anything***

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Have you ever yearned to make a difference, but felt that the change involved would be insurmountable? Whether you are a CEO, an executive, or a parent you have probably recognized the value of having more influence with the people in your life.

Influencer, coauthored by the team at VitalSmarts, offers forth a passionate guidebook for those who wish to learn from master influencers who are accomplishing extraordinary feats of change every day. From the desist of rampant HIV/AIDS transmission across Thailand, to the efforts behind annihilating the Guinea Worm epidemic in North Africa, and the metamorphosis of hardened criminals at the Delancey Street Foundation in San Francisco, the authors of *Influencer* have scoured the earth to find master influencers from all walks of life. These stories, combined with insights of behavioral scientists and business leaders, take you through the learning and strategies that will make influence a reality in your life.

I found this book extremely thought provoking and inspiring. At a time when doom and gloom forecasts make it easy to get lost in our thoughts and fears, *Influencer* provides optimistic evidence that we don't have to just sit back and be passive. Along with engaging success stories comes tangible tutelage to put these concepts into action and start creating achievable, sustainable change now.