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CONTACT: Amy Fandrei
317.428.3082
amy.fandrei@pearsoned.com

SUCCESS BUILT TO LAST PICKS UP WHERE BUILT TO LAST LEFT OFF
New book from Wharton School Publishing reveals how to create lasting personal success

Philadelphia, PA (September 12, 2006) – Having revealed what accounts for long-term success in organizations, bestseller *Built to Last* has long been required business reading. Now, *Built to Last* co-author, **Jerry Porras**, has teamed up with **Stewart Emery** and **Mark Thompson** to focus on what makes for long-lasting personal success, that is, how to have a powerful effect by following one's passions in business and in life.

Success Built to Last: Creating a Life That Matters (Wharton School Publishing, Porras / Emery / Thompson, September 12, 2006, ISBN: 0-13-228751-X) is based on a unique World Success Survey, as well as in-depth interviews with people from all walks of life, who have impacted the world for at least two decades. The more than 200 people interviewed for the book include billionaires, CEOs, presidents, social workers, artists, the famous, and the unknown. (For a complete list of interviews, please visit <http://www.successbtl.com/interviews.html>).

Success Built to Last reveals the authors' new framework for understanding what these individuals have in common, and the new definition of success as determined by the results of their World Success Survey. They discovered that no longer is success about money, power and fame. Instead, success is a result of having passionate personal commitments to things one cares about.

This new definition of success is comprised of three elements that transcend good luck, good genes, or charisma. This framework offers crucial guideposts for women and men wishing to achieve lasting impact, a balanced life, and personal fulfillment:

- **Meaning**
What you do must matter deeply to you in a way that you as an individual define.
- **ThoughtStyle**
You must harvest your failures, and embrace your mistakes and weaknesses in order to achieve even more.
- **ActionStyle**
Set bold goals, seek out contention, and recruit a team to support your dream.

Porras, Emery, and Thompson offer a unique view into the thinking and experiences of the enduringly successful people they interviewed. However, they do not hold them up as models to be followed. Instead, they urge people to look inside themselves for their personal sense of what matters, and follow their own passions.

"If there is one thing everyone we spoke to shares in common," they explain, "it is integrity to what matters to them. It is integrity to what they believe will make a difference."

For those seeking to create a life that matters, both professionally and personally, *Success Built to Last* is the perfect companion to take along the journey.

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About The Authors

Jerry Porras coauthored (with Jim Collins) *Built to Last: Successful Habits of Visionary Companies*, which has been translated into twenty-five languages and sold more than one million copies. He is the Stanford Graduate School of Business Lane Professor of Organizational Behavior and Change, Emeritus, and directed the School's Executive Program on Leading and Managing Change for sixteen years. Porras has lectured on visionary companies before several hundred senior management audiences worldwide, and he has been honored by organizations ranging from the Stanford Business School Alumni Association to the National Society of Hispanic MBAs.

Stewart Emery is considered one of the fathers of the Human Potential Movement. He served as the first CEO of est, co-founded Actualizations, has led seminars and lectured in dozens of countries, and has coached over 12,000 people in the last three decades. He is the author of the bestselling books *Actualizations: You Don't Have to Rehearse to be Yourself* and *The Owner's Manual for Your Life*. For the last decade he has specialized in leading organizations through Vision—Values—Strategy initiatives based on the best selling book *Built to Last* by Jim Collins and Jerry Porras. As a consultant, he began asking questions that led MasterCard to its legendary "Priceless" campaign.

Mark Thompson is one of America's top executive coaches and a sought-after speaker who has interviewed hundreds of the world's enduringly successful people—from presidents of nations, billionaires, and Olympians, to Academy Award winners, Nobel laureates, and CEOs. Mark is a graduate of Stanford University, and has over two decades of senior-level executive experience, including executive producer of Schwab.com. Honored by Forbes in 2004 as one of America's leading venture investors with the Midas touch, he has served as chairman of many startup companies. He also served as a governor and lecture/member for the World Economic Forum.

About Wharton School Publishing

Wharton School Publishing is a partnership between Pearson Education, the world's leading education company, and the Wharton School of the University of Pennsylvania. The Wharton School of the University of Pennsylvania is recognized around the world for its academic strengths across every major discipline and at every level of business education. Founded in 1881 as the first collegiate business school in the nation, Wharton has approximately 4,600 undergraduate, MBA, and doctoral students, more than 8,000 participants in its executive education programs annually, and an alumni network of more than 80,000 worldwide.

About Pearson Education

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