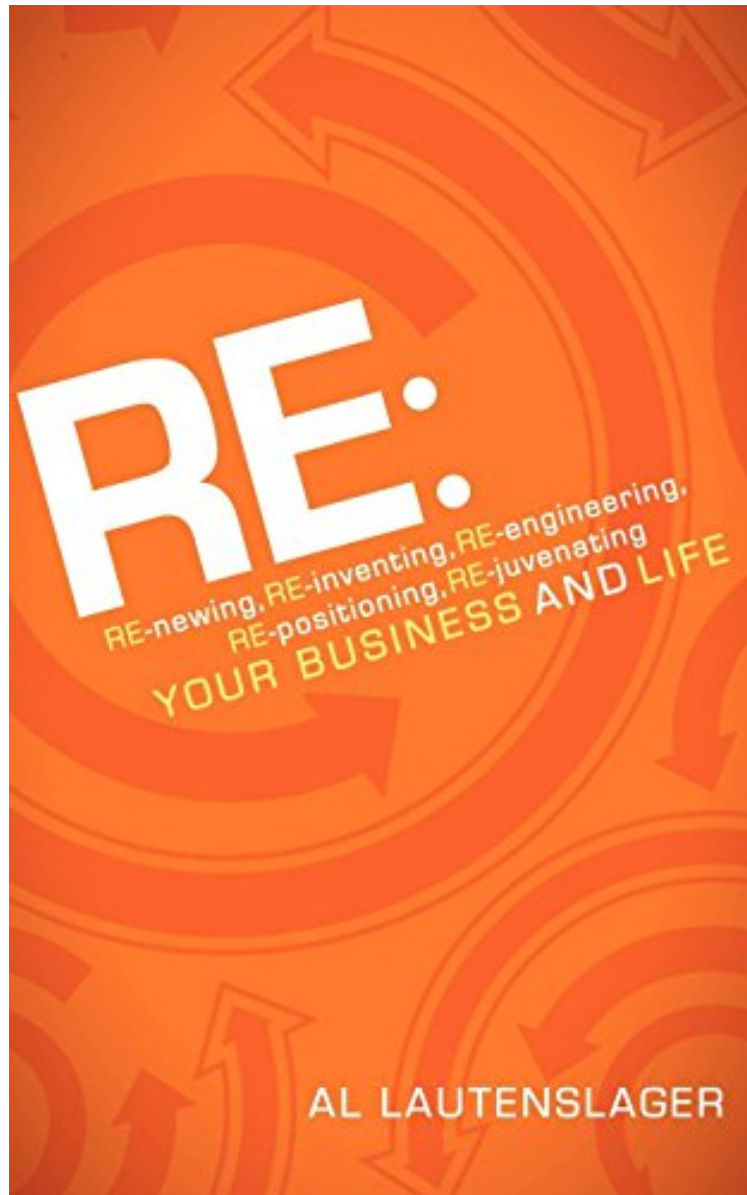


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As consumers wrestle with tightening credit, inflation, economic slowdown and uncertainties, unemployment, debt, the housing crises, global unrest, mortgage foreclosures, and prognostications of doom and gloom, doing something different is more important than ever. Repositioning, reengineering, renewing, rejuvenating and reenergizing are all rising in priority as they relate to improving businesses, careers, hopes, dreams, personal development and life in general. As a result, Life improvement, battling status quo, ambition, the pursuit of happiness, dealing with change, or exploring the possibilities, are all or in part, on the mind of many today. All of these are related to change, improvement, doing things again or different or re-_____ (insert your Re: word of choice here). This book is the response to the point in time, life and history that our generation is in. It boils down to Re-newing, Re-viving, Re-inventing, Re-engineering, Re-positioning, Re-juvenating your business and life.

About the AuthorAl Lautenslager is best known as the best-selling co-author of "Guerrilla Marketing in 30 Days". Al is also an award winning marketing/PR consultant, a much in-demand speaker and entrepreneur. He is the principal of a Market For Profits, an Appleton, Wisconsin based marketing consulting firm and a multiple, "Business of the Year" award winner as a business owner. In addition to Al's articles appearing on numerous websites, he is a featured marketing and PR expert for the online version of Entrepreneur Magazine and a certified Guerrilla Marketing Coach. Al is the author of "The Ultimate Guide to Direct Marketing" and numerous other marketing and business books. His latest venture is as CEO of CertifiedSocialMedia.com, a social media marketing educational and certification company. Al has worked with Donald Trump and The Apprentice and appears regularly on radio and TV including numerous media appearances every year, reviewing Super Bowl TV commercials. His leadership has extended to his involvement on the board of directors of numerous non-profit organizations. nbsp;