



KEITH FERRAZZI, the world's foremost expert on relationship development, is the author of *Who's Got Your Back*, the #1 national bestseller as listed in *The New York Times*, *The Wall Street Journal*, and Amazon.

Keith Ferrazzi transformed professional networking with his first book, the bestselling *Never Eat Alone*, which shared the secret of his impressive climb to the top: deep generosity, powerful marketing acumen, and a remarkable ability to connect with others. *Never Eat Alone* has been recognized by *Forbes* as one of "the best business books" annually since 2005.

WHO'S GOT YOUR BACK: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success – and Won't Let You Fail adapts the methodologies found in the world's most successful behavioral change programs – from exclusive entrepreneurial and executive peer support forums to Weight Watchers and twelve-step groups – to provide people with a do-it-yourself blueprint for creating the kind of relationships and support structure that separate the truly great from the merely good. In service of everyone from administrative assistants to CEOs, the book guides readers to create "lifeline relationships" with colleagues, professional contacts, and friends who can offer the guidance, encouragement, and accountability needed to succeed at daily objectives and long-term goals.

As founder and CEO of the consulting, training, and research firm Ferrazzi Greenlight (www.ferrazzigreenlight.com), Ferrazzi counsels the world's top enterprises on how to dramatically accelerate the development of business relationships to drive sales, spark innovation, and create team cohesion. He is a thought leader and advocate for corporate citizenship, rallying executives around initiatives to improve healthcare and education nationwide. His annual Big Task Weekend event brings together key executives from companies such as Kaiser Permanente, Safeway, and Mars to draft innovative partnerships to improve American health and wellness.

Ferrazzi has authored numerous articles for leading business and consumer publications, including *Forbes*, *Inc.*, *Fast Company*, *The Wall Street Journal*, the *Harvard Business Review*, and *Reader's Digest*, and has appeared on *Today*, *Good Morning America*, *Larry King*, and other national TV. He has been named a "Global Leader of Tomorrow" by the World Economic Forum and one of the most creative Americans in Richard Wurman's *Who's Really Who*. Ferrazzi's extraordinary rise to prominence has even inspired a Stanford Business School case study.

Ferrazzi was previously Chief Marketing Officer at Starwood Hotels, where he oversaw marketing activities for global brands including Sheraton, Westin, The Luxury Collection, St. Regis, and W Hotels. Ferrazzi also served as Chief Marketing Officer for Deloitte Consulting, a leading global management consulting firm, where he developed and managed the industry's first globally integrated marketing organization. His creative strategy drove Deloitte's "Consulting" brand recognition from the lowest in the industry to a top spot, spurring the highest featured growth rate in the industry.

Ferrazzi serves on the Yale University Board of Alumni Governors and the Board of Trustees of the Kiski School, and is also a Fellow of the Berkeley College at Yale.

For more information and downloadable resources, visit KeithFerrazzi.com and Ferrazzi's lively community hub, GreenlightCommunity.com, where professionals and entrepreneurs from around the world congregate for tools and support in building generous relationships.