

NEW VERSION OF QBQ! AUTHOR'S NOTE

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ACTUAL TEXT:

The book you hold in your hands is not the original version of *QBQ! The Question Behind the Question*®.

It's better.

The original was created a decade ago when my friend and writing partner, David Levin, and I downsized my first book, *Personal Accountability*, from its 299 pages to the more readable *QBQ!*®—and that's when the fun began.

Much to our delight, the market responded enthusiastically—and we're honored that more than one million books (including *Flipping the Switch* and *Outstanding!*) have landed in readers' hands. Meanwhile, after countless keynotes and training sessions, we are still thrilled to hear how *QBQ!* makes a difference in people's lives. It's truly a blessing to receive comments like “*QBQ!* has changed my life!” and “I wish I'd found *QBQ!* years ago!”

It's been gratifying, too, to see how consistent *QBQ!* has been in its impact through the years. Many books are launched with great fanfare but fade from the market soon to be forgotten. Yet *QBQ!* has shown itself to be as relevant to people and organizations today as it ever was.

Of course, none of this success meant *QBQ!* couldn't be improved. So after years of feedback from readers and clients, we identified a few areas in the book where the text could be clarified and sharpened. We also added FAQs at the end of the book to answer reader's most commonly asked questions.

As you begin your journey through *QBQ! The Question Behind the Question*, please know we're excited that you are joining us. We've made many friends around the world and now consider you to be one as well. Thank you for believing in our message of *personal accountability* because—in the end—that's what *QBQ!* is all about.

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