



Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results

By Mark Sanborn

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Nine years ago, bestselling author and business consultant Mark Sanborn introduced the world to Fred, his postman, who delivered extraordinary service in simple but remarkable ways. Fred's story inspired millions. Companies?even, cities?were inspired to turn the ordinary into the extraordinary each day.

Today, with stiff competition from the networked global economy, delivering extraordinary results is more important than ever. With *Fred 2.0*, Mark not only revisits the original Fred to gain new insights, but also equips all of us with new strategies to achieve more. You'll not only be inspired by *Fred 2.0*, you'll also have the tools and strategies to aim higher and achieve the extraordinary.

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