

## FOREWORD

Everyone who knows Jerry Panas will recognize that **excel** is the single word that best describes his commitment to life.

Every topic about which he writes is an element of his credo geared toward the accomplishment of that objective. When tied together, they fit and complement each other like pieces of a jigsaw puzzle.

Different writers, doubtlessly, would have come up with more or fewer ideas to build their concepts, which is the way it should be— since there are no laws or rules on the subject.

I am a collector of books and an inveterate reader. Jerry's essays are the greatest assemblage of idea-stimulators I have found. Here you will uncover power, inspiration, genius, encouragement, and motivation. These essays will lift your spirit and move you to action.

The words he uses to communicate are not rehashed philosophical jargon. They are born from his own experience in which common sense bursts out in virtually every sentence. He has not given you rhetorical land mines unusable after their initial explosion.

Obviously Jerry is an optimist, but does not deliver intellectual pap when he writes such thought filled sentences as, "life is an unending succession of opportunities" or "an idea is a dream put into action" or "pledge now, right now, to the commitment of TNT: *Today Not Tomorrow*" or "excellence demands unyielding commitment from the leadership of an organization" or "honesty isn't the best policy— it is the only policy" or "a leader wages everlasting war on status quo and mediocrity" or "planning is the road map to an organization's destiny."

I have known Jerry Panas as a friend for the past dozen years. I only wish that I could have also worked with him in any line of business. We would have become an unbeatable team.

—Stanley Marcus  
Dallas

*Stanley Marcus is the entrepreneurial genius who built Neiman-Marcus into one of the nation's greatest retail success stories. Noted for his wit, style, and flair— he is regarded as the most significant marketer of the last century.*