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INTEGRATED REPORT

HOW THE MIGHTY FALL, WITH JIM COLLINS

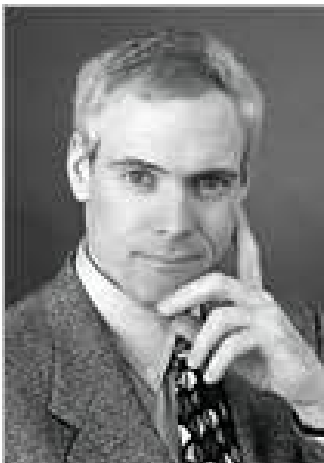
Exclusive excerpt of his new book

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ABOUT THE AUTHOR

JIM COLLINS is a student of companies—great ones, good ones, weak ones, failed ones—from young start-ups to venerable sesquicentenaries. The author of the national bestseller *Good to Great*, he serves as a teacher to leaders throughout the corporate and social sectors. His work has been featured in BusinessWeek, Fortune, The Economist, USA Today, and Harvard Business Review. With his bestselling business books *Built to Last* and *Good to Great*, Jim Collins uses his research and smart writing to bust management myths and offer important insights about what makes top companies tick.*

HOW THE MIGHTY FALL

Picking up where *Good to Great* and *Built to Last* left off, bestselling author Jim Collins introduces a framework for diagnosing and correcting companies on the decline in his latest installment, *How the Mighty Fall: And Why Some Companies Never Give In*.

A playbook for overcoming critical management challenges, Collins' May 2009 release is a sure-to-be bestseller that provides a timely resource for business leaders and companies.

Prior to the book's launch date, BusinessWeek will **exclusively release excerpts of the book** in a major feature story that will appear in the magazine, as well as on BusinessWeek.com with engaging multimedia/video elements featuring Jim Collins. Additionally, custom events will provide a firsthand experience to interact with Collins and tailor his findings to suit your strategy.

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Position your brand at the center of the conversation with the preeminent management thinker in today's business with this exclusive, high-impact integrated opportunity.