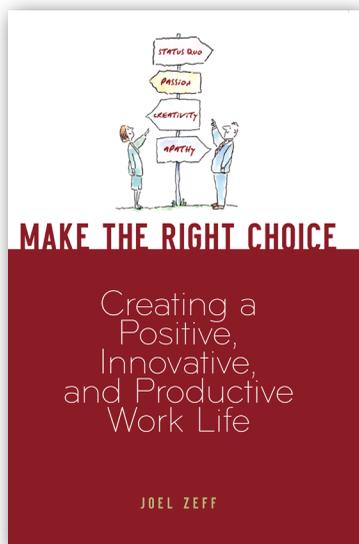


MAKE THE RIGHT CHOICE

Creating a Positive, Innovative, and Productive Work Life

In his new book, *Make the Right Choice*, Joel shares his experience and insight on creativity, communication, teamwork, passion, and fun. With wit, a sharp observational eye, and playful irreverence, he discusses the choices we all encounter in our careers. We each have the ability to take initiative and make the right choice to live a more creative, passionate, effective, and productive life.



Make the Right Choice is a combination of fun, passion, and happiness—a group of honest suggestions that all will find interesting and valuable. In his book and presentations, Zeff provides 'ta-da!' moments that bring smiles and laughter to all. By choosing Make the Right Choice you will reinvigorate your style and work teams.

— Michael Perry, President, Sonic Restaurants Inc.

It's fun, it's smart, and it's honest. Zeff gives us a peek at who we really are, and what we can accomplish with a little creativity.

— Neil B. Riemer, President, Armstrong McCall Professional Beauty Supply

He always comes up with the most creative and fun ideas to bond everyone in the room. In Make the Right Choice, he uses that same fun and creativity to give us valuable lessons which apply to our professional and personal lives.

— Kimberly Cutchall, Executive Vice President, Clear Channel Radio

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