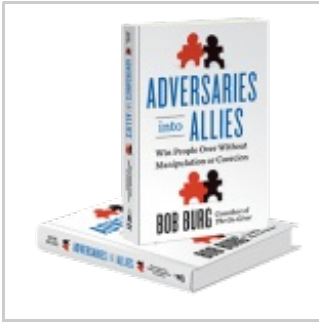


# Best Selling Author Bob Burg Debuts Latest Book, 'Adversaries Into Allies'

Doug Crowe November 26, 2013



Co-author of best-selling book *The Go-giver and Endless Referrals*, Bob teaches individuals how to win people over without the use of hidden tactics.

([Newswire.net](http://Newswire.net) -- November 26, 2013) Jupiter, FL -- Released last month, author Bob Burg's newest book, *Adversaries Into Allies* offers up readers a deeper insight into what it means to be truly influential in every facet of your life and he does so by providing powerful strategies for mastering the art of winning people over.

Bob's book draws on his own personal and business experiences and the stories of other influential people. Burg offers five simple principles of what he calls Ultimate Influence™ — the ability to move people to your side in a way that leaves everyone feeling great about the outcomes and about themselves. Currently, the book is available in physical, audio, or eBook format and is sold exclusively on Amazon, 800ceoread, and Barnes and Noble - price vary between \$10 to \$22 depending on format.

One review by Stephen M. R. Covey, Author of 'The Speed of Trust' and co-author of 'Smart Trust' states, "*Bob Burg has delivered again! In Adversaries into Allies, you'll learn how to influence and persuade others toward outcomes that create genuinely good feelings and results for everyone involved. The principles on how to do that, consistently and predictably, are powerfully presented in this tremendous book. And you're about to learn them from a master.*"

Although for years he was best known for his book *Endless Referrals*, over the past few years it's his business parable, *The Go-Giver* (coauthored with John David Mann) that has captured the imagination of his readers. The book has reached such success that it shot to number six on *The Wall Street Journal's* Business Bestsellers list just three weeks after its release and reached number nine on *BusinessWeek*. *The Go-Giver* has since been translated into twenty-one languages and is his fourth book to sell over two hundred and fifty thousand copies to date. As such, 'Adversaries into Allies' has already become highly favored upon the purchasers and is receiving many five-star ratings on Amazon.

Bob Burg shares information on topics vital to the success of today's businessperson. He speaks for corporations and associations internationally, including Fortune 500 companies, franchises, and numerous direct sales organizations. Bob regularly addresses audiences ranging in size from fifty to sixteen thousand — sharing the platform with notables including today's top thought leaders, news personalities, Olympic athletes and political leaders including a former United States President. He is also a founding board member of Club 100, a charitable organization focused on helping underprivileged local area youths. Bob is also an avid animal lover and as such has been a past member of the Board of Directors of Safe Harbor, which is the Humane Society of Jupiter, Florida.

For media inquiries regarding *Adversaries Into Allies* individuals can contact author, Bob Burg personally at (561) 575-2114 or via email at (email). To get a more in depth look into the book, or to make a purchase visit:

<http://www.adversariesintoallies.com/>

**Bob Burg**

*PO Box 7002*

*Jupiter, FL 33468*

(561) 575-2114

[www.adversariesintoallies.com](http://www.adversariesintoallies.com)