



BERRETT-KOEHLER PUBLISHERS

BK BUSINESS

235 Montgomery Street, Suite 650  
San Francisco, CA 94104-2916  
Fax 415.362.2512  
www.bkconnection.com

Tiffany Lee, Publicity Manager  
Phone: 415.743.6477 Email: tlee@bkpub.com  
Peter Cavagnaro, Publicity Manager  
Phone: 415.743.6469 Email:  
pcavagnaro@bkpub.com

For Immediate Release

# **Know Can Do!**

## **Put Your Know-How into Action**

### **By Ken Blanchard, Paul J. Meyer, and Dick Ruhe**

Attempting to better themselves—learn new skills, break bad habits, realize their potential—people read books, attend seminars, take training courses. And companies pitch in too, spending billions of dollars every year on professional development programs aimed at helping their employees become more effective. But in spite of what people sincerely believe are their best efforts, all too often their behavior doesn't change. The fact that it seems to be so hard to make new learning stick is an endless source of frustration for both individuals and organizations.

For years Ken Blanchard has been troubled by the gap between what people know—all the good advice they've digested intellectually—and what they actually do. In *Know Can Do!: Put Your Know-How into Action*, he and his coauthors, Paul J. Meyer and Dick Ruhe, use the fable format Blanchard made famous to lay out a straightforward method for learning more, learning better, and making sure you actually use what you learn.

This engaging story identifies three key reasons people don't make the leap from knowing to doing and then moves on to the solution. It teaches you how to avoid information overload by learning "less more, not more less." You'll find out how to adjust your brain's filtering system to learn many, many times more than ever before, ignite your creativity and resourcefulness with Green Light Thinking, master what you've learned using spaced repetition, and more.

At last, an answer to the question, "Why don't I do what I know I should do?" Read this book and you will!

***More...***

**KEN BLANCHARD** is Chief Spiritual Officer of the Ken Blanchard Companies, Inc. He is the author or coauthor of more than forty books, including the classic *The One Minute Manager*® (with Spencer Johnson), *Full Steam Ahead!* (with Jesse Stoner), and *The Secret* (with Mark Miller).

**PAUL J. MEYER** is the founder of Success Motivation Institute, Inc. He is the author of numerous books, including *The 5 Pillars of Leadership*, *I Inherited a Fortune*, and *Chicken Soup for the Golden Soul*.

**DICK RUHE** is a senior consulting partner for the Ken Blanchard Companies. He is the author of the training program Total Quality Leadership.

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