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For Immediate Release

## **Eat That Frog!**

**21 Great Ways to Stop Procrastinating and Get More Done in Less Time**  
Second Edition, Revised and Updated with Two New Chapters

**By Brian Tracy**

*“Brian Tracy has written an economical book that gets straight to the point and contains real nuggets of value—not one of those fluffy, quick-fix business books...”*

—Jack Covert, President and Founder, 800-CEO-READ

There just isn't enough time for everything on your “To Do” list—and there never will be. Successful people don't try to do everything. They learn to focus on the most important tasks and make sure that those get done. In *Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time*, acclaimed speaker and author Brian Tracy shows you how to identify these tasks and cultivate a way of working that will allow you to become more organized and to accomplish more than you ever have before.

An old saying promises that if the first thing you do each morning is to eat a live frog, you'll have the satisfaction of knowing you've already done the hardest thing you'll have to do that day. Your “frog” is your most challenging task—the one you are most likely to put off but also the one that can have the greatest positive impact on your life. *Eat That Frog!* shows you how to zero in on these critical tasks and organize your day so that you'll not only get more done faster but get the right things done.

This second edition of Brian Tracy's now-classic book is revised and updated throughout and features two brand new chapters. The first new chapter introduces “The Law of Three,” a powerful technique for establishing priorities in your professional and personal life. The second new chapter shows how to make sure technological tools like e-mail, cell phones and PDAs don't become productivity-sapping distractions.

In his trademark high-energy style, Tracy cuts to the core of what is vital to effective personal time management: decision, discipline, and determination. He details twenty-one practical and doable steps that will help you stop procrastinating and get more of the important tasks done—today!

***More...***

**Brian Tracy** is president of Brian Tracy International. He has served as a consultant and trainer for more than 500 corporations, including companies like IBM, Ford, McDonnell Douglas, Xerox, Hewlett-Packard, Northwestern Mutual, FedEx, and Comcast Communications. He is the bestselling author of more than forty books, including *Maximum Achievement*, *Focal Point*, *Goals!* and *The 100 Absolutely Unbreakable Laws of Business Success*.

***Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time***

**By Brian Tracy**

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