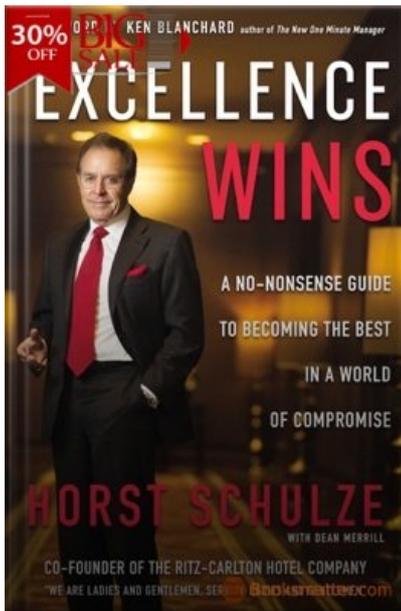


## Excellence Wins

### EXCELLENCE WINS EBOOK AUTHOR BY HORST SCHULZE



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## Summary

Jim Collins, author of Good to Great, co-author of Built to Last: "Horst Schulze created a culture of service that should be a model for all of us. By committing to the highest standards of professionalism - and creating the right systems to achieve them - he inspired thousands to embrace the core ideal of sheer unadulterated excellence. Schulze now shares his story, and his methods, so that the rest of us can be uplifted and taught by the master himself."

Dan Cathy, chairman and CEO, Chick-fil-A: "Horst Schulze's influence on my family and our business is undeniable. His approach to customer service revolutionized the hotel industry and set a high bar for all of us. His new book, Excellence Wins, weaves Horst's personal story with the practical wisdom he's gleaned from an incredible career of servant leadership. It's a must read for leaders and anyone passionate about serving people."

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Horst Schulze knows how to win. In Excellence Wins, Schulze, in his absolute no-nonsense approach, shares the visionary and disruptive principles that have produced immense global successes over the course of his still-prolific fifty-year career.

As the co-founder and former president of Ritz-Carlton Hotel Co., Schulze fearlessly led the company to unprecedented multi-billion dollar growth, setting the business vision and people-focused standards that made the Ritz-Carlton brand globally elite.

Schulze's principles are both versatile and utterly practical to leaders of every age, career stage, and

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