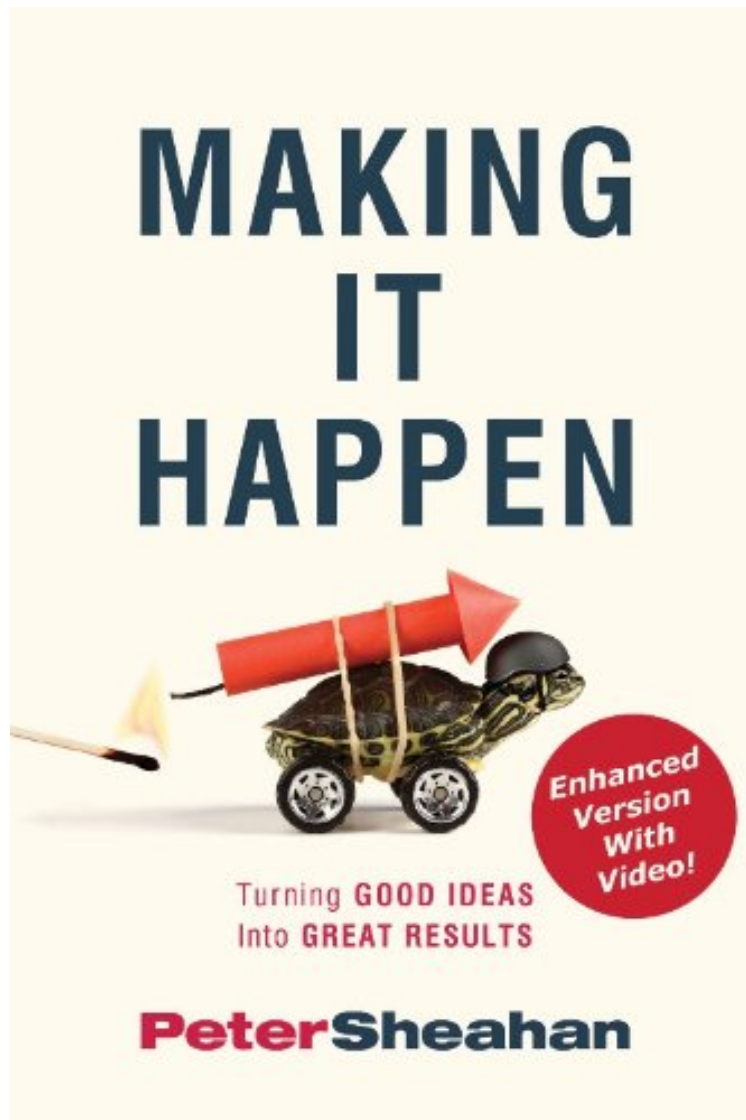


Making It Happen: Turning Good Ideas Into Great Results

Peter Sheahan

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The world is not short of ideas, but it is short of people who know how to carry them out. Making It Happen unravels the process of taking a good idea and turning it into a successful venture. Author Peter Sheahan guides the reader through the five competencies that will enable you to understand and utilize the forces that drive buyers' behavior, break through mental barriers, and effectively position your offer in the market. Whether you are looking to start a business, get promoted or launch a social movement, this book will streamline your thinking so you can finally turn your good ideas into great results. Peter Sheahan has a reputation for making it happen fast. By 30, he had established two international multimillion-dollar consulting practices and authored five books, including the bestsellers *Generation Y* and *Flip*. Let him share with you the strategies that make Google, BMW, and Goldman Sachs his clients.

About the Author Peter Sheahan has spent a decade teaching individuals and companies how to make it happen--how to position effectively in the market and find opportunity where others cannot. Author of six books, including the international bestsellers *"Flip"* and *"Generation Y,"* Sheahan has established himself as a highly successful entrepreneur with his international thought-leadership practice and as the CEO of ChangeLabs, a global consultancy building and delivering large-scale behavioral change projects for clients such as Apple and IBM. Sheahan has worked with some of the world's leading brands in the area of innovation and behavior change, including Google, Goldman Sachs, News Corporation, Harley Davidson and GlaxoSmithKline.