



## CEO Shares Strategy For Success In Life And Business

*Renowned Business Leader Luis Mago Shares Secrets of Successful Strategy*

For Immediate Release

BOCA RATON, Fla./EWORLDWIRE/June 10, 2005 --- For more than fifteen years, strategist, business coach, and principle-based leadership expert Luis Mago has helped companies all over the world develop principle-based strategic leadership plans. In his new book, *Strategy: The Art of Mastering Strategy To Improve Business Performance While Maximizing Growth And Value*, Luis shares his unique formula for strategic business success: one he has brought to Fortune 500 companies and medium to small businesses all over the world.

"This book is designed for business and marketing leaders who want to develop these strategies and carry them out to achieve maximum effect," he explains.

Mago, founder of strategy consulting firm N4L, Network 4 Leaders, developed his principle-based leadership model over the course of a distinguished career in corporate management working with or for companies such as Wendy's, Bates Advertising, Cargill, Ponce & Benzo and the Latin American Varela (Unilever).

His model is unique - combining his own principle-based "Ten Laws of Success" with the strategic philosophies of Chinese warrior Sun Tzu's *The Art of War*. The result is a step-by-step guide in how to balance the business of business with personal moral beliefs and convictions, then using this balance to reach higher levels in both.

"As many business leaders have discovered, Sun Tzu's military strategies are applicable to the business environment two centuries after it was originally written," Mago explains. "Where strategy is different is that for lasting success, it emphasizes the use of principles. By using a principle-based approach to

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these philosophies, you can better connect with your audience, your employees, your customers and your investors. This makes you a better leader, and thus, makes a better business."

Other business executives familiar with Mago's unique approach concur. "Helping lead people to success can be an exhilarating and fulfilling experience," offers Taco Bell CEO Emil J. Brolick in the book's forward. "This book embraces that belief and will help you become a more effective servant leader, guiding people with purpose, integrity and heart."

The book "Strategy" was released in May, 2005 and is available through Amazon.com and [www.LuisMago.com](http://www.LuisMago.com)

For more information about *Strategy*, Luis Mago, and Network 4 Leaders Strategy Consulting, call (561) 883-3092 ext. 2 or email [info@network4leaders.com](mailto:info@network4leaders.com).

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**CONTACT:**

Luis Mago  
N4L Strategy Consulting  
6338 las Flores Drive  
Boca Raton, FL 33433  
PHONE. 561.883.3092 ext. 2  
FAX. 561.883.3092  
EMAIL: [luis.mago@network4leaders.com](mailto:luis.mago@network4leaders.com)  
<http://www.luismago.com>

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