

WE LIVE IN A WORLD that so easily separates business from heart. Your beliefs and principles are important to you, but it often seems you need to lay them aside in order to succeed in the workplace. The feeling that our convictions are out of place – antiquated dinosaurs in a fast-paced business environment – can leave us feeling detached and empty.

In his new book, *The Purpose Directed Business*, Dr. Ken Gibson reveals his own personal, life-changing struggle to integrate business and core values. Transparent and full of practical guidelines, *The Purpose Directed Business* is a must-read for anyone who longs to find true meaning in their work. Follow a confident entrepreneur on your journey towards discovering principles that will turn your success into a matter of identity and your profitability into true reward.

"I've read many books that are heavy on theory and low on practical 'how to's'. This book, however, is a great blend of both. It's simply a record of how I've seen Ken live out his purpose for over 10 years. It's full of practical suggestions for weaving your deepest convictions into the fiber of your business, without compromise, by applying those principles daily as you set priorities and make decisions. This book will help and challenge any person who wishes to create a profitable business that also blesses others and reflects important core values. You can live out your God-given purpose through your business. This book will show you how." —**DEAN TENPAS**, PRESIDENT, LEARNINGRX



DR. KEN GIBSON is a passionate education pioneer. In January, 2002, he founded LearningRx, Inc. For the previous 17 years, Dr. Gibson devoted himself to the development of systems that can effectively measure and train cognitive learning and reading skills. Under his vision and leadership, over half a dozen practical new applications for cognitive skills testing and training have been developed and are in use across the country today. Dr. Gibson lives and works in Colorado Springs, Colorado.

CATEGORY: BUSINESS DEVELOPMENT AND SUCCESS
\$14.95 USA WWW.LEARNINGRX.COM



THE PURPOSE DIRECTED BUSINESS

THE PURPOSE DIRECTED BUSINESS

An insider's look into the values, strategies,
and 15 profitability keys of small business success.

GIBSON



DR. KEN GIBSON

Founder & CEO of LearningRx, Inc.

"#1 Ranked Child Enrichment Franchise" —*Entrepreneur Magazine*

WITH JEFFERSON SCOTT