



These are just a few of the testimonials on one of the most insightful books of 2004! A must read!

"This is a wonderful book of modern parables, stories that remind us of what it takes to live a life of hope and joy in an age of cynicism. It will rekindle your love of life and your desire to make the world a better place."

--Laurie Beth Jones, author of Jesus, CEO, The Path, and Teach Your Team to Fish

"humorous appeal", "great practical suggestions", "an optimistic approach", "Purposeful life's lessons", "heartwarming messages", "brilliantly insightful," "an enlightened read"

"John Izzo weaves together the key strands for living and working on purpose. His stories of the power of purpose shine through every page."

--Richard J. Leider, Founding Principal, The Inventure Group, bestselling author of Repacking Your Bags, Whistle While You Work, and The Power Of Purpose

"If you are mid-career or middle age and think the best is behind you, read this book immediately, underline its messages, dog-ear certain pages. Return to it again and again. It's a fountain of youth."

--Beverly Kaye, CEO and Founder, Career Systems International, co-author, Love 'Em or Lose 'Em: Getting Good People to Stay and Love It, Don't Leave It: 26 Ways to Get What you Want at Work

"John Izzo's compelling message in Second Innocence has the potential to profoundly and permanently change 'our' approach to life and the betterment of society as a whole"

--Llyod Hill, President and CEO Applebee's International

"As a CEO of a company navigating difficult economic times, I sometimes forget that a single poor decision can hurt literally thousands of people. John's book, Second Innocence is my wake up call to what should matter most. Not many books bring me to tears....Second Innocence did."

--Von Best, President & CEO, IVPCARE, Inc

"This wonderful book will win your heart and transform your mind. If you love life already, John Izzo will make you love it even more. If you've lost your first love for life, he will help you recapture it."

--Tom Morris, Author of The Art of Achievement, Philosophy for Dummies, If Aristotle Ran General Motors, True Success and other popular books of philosophy.