

DR. BOB KRIEGEL

Dr. Kriegel is a NY Times best selling author who US News & World Report called one of the country's leading authorities in the field of change and human performance. He has been a commentator on NPR's Marketplace program, done two specials for PBS and taught at Stanford's Executive Management Program. He is also the cofounder of the country's first sports psychology institute and has been a mental coach for Olympic and pro teams. The New York Times said his work "*spurred a revolution in performance practices.*" His books include the international best sellers; *If it ain't broke...BREAK IT* and *Inner Skiing*, as well as Business Week best seller, *Sacred Cows Make the Best Burgers*.

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