

Engaging, profound and thought-provoking, Philippe Bouissou is so passionate about relating strategy to growth to execution. *Aligning the Dots* illustrates the science he is bringing to these relationships.

Bracken Darrell
CEO of Logitech

A captivating read introducing new principles for successfully growing any company.

Gordon Segal
Founder and former CEO of Crate and Barrel

Transformative and brilliantly constructed. *Aligning the Dots* is an extraordinary journey into the world of top-line growth. The stories are captivating, the methodology is insightful and the results impressive. I wish I had read this book decades ago. I highly recommend it.

Shellye Archambeau
Board member at Verizon and Nordstrom, former CEO of MetricStream

Philippe Bouissou provides a powerful and inspiring roadmap for accelerating the growth of your business. His Alignment framework will help countless companies and leaders. Truly worth reading and applying!

Hubert Joly
Executive Chairman and former CEO of Best Buy

Bouissou is one of the smartest guys in the Valley. His groundbreaking framework to understand and drive GROWTH will produce supercharged results.

Randy Chesler
President and CEO of Glacier Bancorp

The growth methodology introduced in *Aligning the Dots* is a concise yet powerful way to drive growth by aligning your business' products and services to address customers' pain points and delight them. Very insightful and pragmatic book by Dr. Bouissou.

Lip-Bu Tan
CEO of Cadence Design Systems, Chairman of Walden International

Bouissou's background as a successful entrepreneur, first-class investor and theoretical physicist enabled him to come up with a powerful methodology for growth. To be read and applied by any CEO, General Manager or business owner.

Pascal Cagni
Founder and CEO of C4 Ventures, former General Manager of Apple Europe

In *Aligning the Dots*, Philippe Bouissou reveals a data-driven approach to solving the revenue growth problem. The unconventional concepts in this book will show you how to align your company and achieve unprecedented growth.

Maynard Webb
Founder of Webb Investment Network
Board member at Salesforce and Visa, former Chairman of Yahoo

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Aligning the Dots offers a new systematic methodology for optimizing resource allocation towards long-term profitable growth. Philippe Bouissou's engaging style uses a combination of personal anecdotes, scientific analogies and relevant case studies to convey his message of alignment. While the target audience cuts across the broad business community, I find the methodology to be most directly relevant to young technology startups who have very little margin for error in their business model.

Eric Benhamou
Founder and General Partner, Benhamou Global Ventures
Former Chairman and CEO of 3Com

Every executive intuitively knows the importance of aligning what a company sells with what its customers want, but few executives actually know how to do it right. In his smart, new book—*Aligning the Dots*—business growth expert Philippe Bouissou presents a simple, but powerful framework for building alignment along four critical business axes. No matter what size your business or what industry you're in, *Aligning the Dots* is the playbook you need to spark revenue growth right now — and well into the future.

Peter Economy
The Leadership Guy, Inc. Magazine

Aligning the Dots offers a precise, logical way to understand how the fundamental drivers of business work, and how to align your company with them for long-term success. It's the rare book that combines a comprehensive science of how business works with dozens of practical tips that any leader can apply.

Chris Yeh
Co-author with Reid Hoffman of *Blitzscaling*

I've seen so many businesses struggle as vision and expectations of entrepreneurs and company operators are out of sync with the customer or the marketplace. *Aligning the Dots* provides an articulate, pragmatic and innovative framework for solving these misalignments. It is a resource that can and should be referenced repeatedly to help pressure test strategy and plans for the competitive edge that derives from precision alignment.

Lori Bush
Former President and CEO, Rodan + Fields

Genius often creates out-of-the-box thinking. *Aligning the Dots* makes you think differently and that makes it powerful. Any business should understand and use these concepts.

Nolan Bushnell
CEO of X2 Games
Founder and former CEO of Atari and Chuck E Cheese!

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Aligning the Dots is essential for CEOs to grow their business. It's a brutal reminder to measure relative market share and align your business plans based on it, lest perish. Philippe offer compelling examples from which to learn.

Ray Lane
Managing Partner, Greatpoint Ventures
Former President, Oracle Corporation
Former Chairman of Hewlett Packard and Carnegie Mellon University

Aligning the Dots provides powerful rules and principles for growth: understand what market you want to go after, obsessively align your offering to that market and make sure your stakeholders are also aligned internally behind a purpose and a strong set of values. As a former CEO of a global brand, now backing startups in seed stage, I totally connected with the content of the book. It is truly an inspiring read for all who are motivated to grow their business.

Odile Roujol
Founder of Fab Ventures
Former CEO and President, Lancôme International (L'Oréal)

Philippe Bouissou's methodology of external alignment on four axes, coupled with internal alignment, for me, is unique, transformative and consequential. It will be recognized as such in the world of business literature similarly to Michael Porter's book, *Competitive Strategy*. I would advise any business leader, CEO, entrepreneur, business owner, board member or investor to read it and learn from it.

John Dean
President and CEO of Central Pacific Bank
Former Chairman and CEO of Silicon Valley Bank

While *Aligning the Dots* won't make it magically easy, Bouissou's *A4 Precision Alignment*[™] methodology and compelling case studies will help you avoid the critical misalignments that keep many companies from achieving their full growth potential.

Drue Freeman
CEO of ACG (Association for Corporate Growth) Silicon Valley

An insightful and valuable read. Leaders from the boardroom right down who are committed to growth will benefit immensely from the powerful approach and pragmatic suggestions made throughout this book.

Anita Sands, Ph.D.
Board member at ServiceNow, Symantec, Pure Storage and ThoughtWorks

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