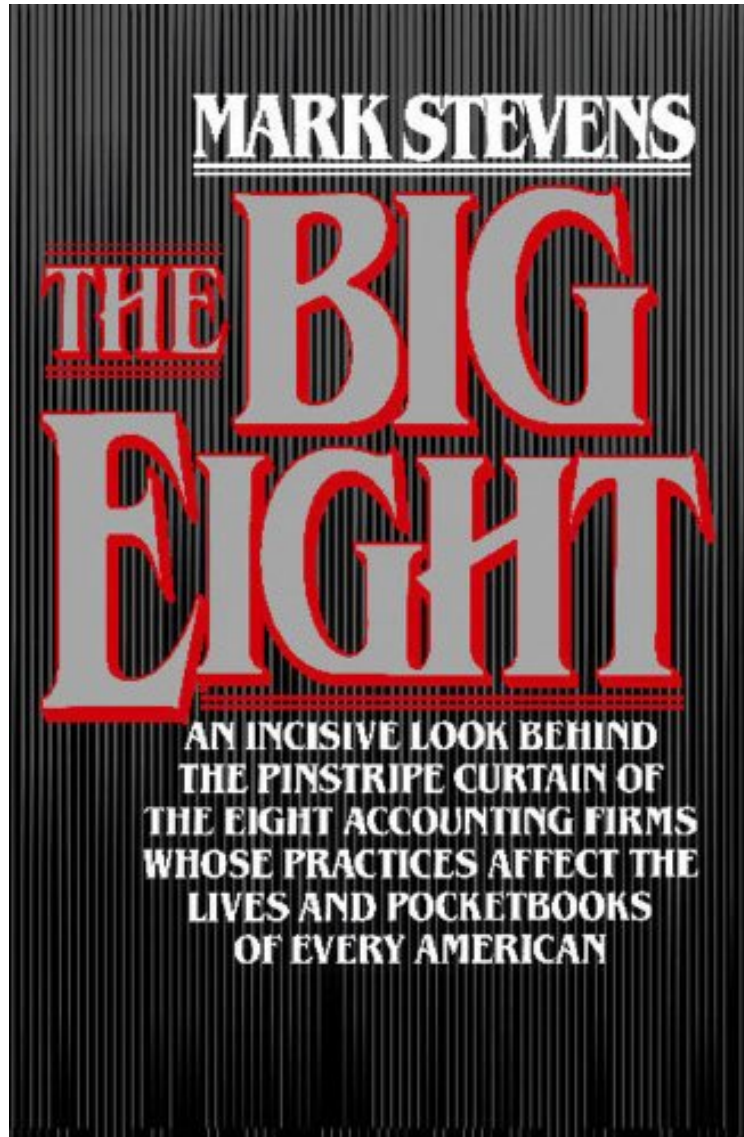


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The Big Eight

Mark Stevens

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About the Author Mark Stevens, president of MSCO, is one of the nation's leading experts in ROI-based marketing and the creator of the Extreme Marketing process. He is an entrepreneur, advisor, business builder, and author of such prominent books as "The Big Eight," "Sudden Death: The Rise and Fall of E. F. Hutton," and "Extreme Management."