

Excel Phenomenon: The Astonishing Success Story of the Fastest-Growing Communications Company -- and What It Means to You

By James W. Robinson

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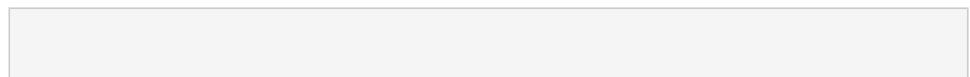
How It Happened, Where It's Going, and Why It Matters to You

This is the story of a remarkable business opportunity, one that is open to all and is as simple to grasp as a telephone handset. It's about good old American ingenuity. It's about offering consumers a better deal. It's about people helping people. It's about accomodating and strengthening a family while working for financial achievement. It's about false starts and missteps, too, but in the end the brief history of Excel Communications, Inc., is the ultimate American success story.

If you believe in challenging conventional wisdom, or if you're looking for reassurance that ideas still count in our society, this story is for you. Old assumptions crumble. New ideas emerge. Opportunity abounds. Think about it: For nearly a century, there was only one phone company, and almost everyone—scholars, economists, politicians, business executives, and consumers—just assumed that was the way it had to be. Then in the early 1980's the breakup of the AT&T monopoly opened an opportunity for a young entrepreneur to realize his dream.

That dream is Excel. In less than ten years, Kenny Troutt and his partners have grown their dream into a \$2 billion corporation. They've created an opportunity for a million people to start their own home-based businesses, ones that allow them to spend more time with their families. Many have achieved satisfying degrees of financial independence and security. Some have become wealthy. Virtually all credit Excel with bringing their families closer together and giving them the financial security they never thought possible.

The dream is open to you. Find out more about it inside *The Excel Phenomenon*.



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Editorial Review

Review

How It Happened, Where It's Going, and Why It Matters to You

From the Inside Flap

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From the Back Cover

How It Happened, Where It's Going,
and Why It Matters to You

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