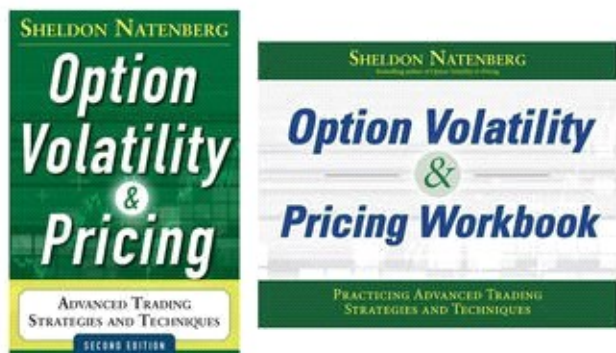


A photograph of three professionals in a meeting. A woman with curly hair, wearing a teal blouse and dark pants, is pointing towards a whiteboard on the right. She is holding a tablet in her left hand. Two men, one in a blue sweater and one in a striped shirt, are looking at her and smiling. The background is a blurred office setting.

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**Sheldon Natenberg** has been working in options for more than three decades, initially as an independent floor trader at the Chicago Board Options Exchange and the Chicago Board of Trade, and later as an educator. In the latter role, he has conducted seminars for option traders at major exchanges and professional trading firms in the United States, Europe, and the Far East.

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Mark Miller, Lucas Conley

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**Mark Miller** is Chief Strategy Officer at Team One, Publicis Groupe's premium and luxury brand agency. He is also the founder of The Legacy Lab™, a research and consulting practice within Team One. With more than two decades of experience in the communications industry, Miller has earned a reputation for intersecting creativity with intelligence to help global brands drive change. His work has been awarded by the Advertising Research Foundation's David Ogilvy Awards, by the American Association of Advertising Agencies' Jay Chiat Awards, and by Effie Worldwide which recognizes marketing effectiveness. He was also named a Trendsetter and an Agency Innovator for thought leadership on global branding by *The Internationalist*. Miller's modern legacy is building and restoring great brands through finding more relevant ways to continue their stories.

**Lucas Conley** is a freelance journalist and a contributing researcher and writer with The Legacy Lab. He began his

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**Peter H. Gregory (Seattle, WA), CISA, CRISC, CISSP, CCISO, QSA, CCSK**, is a 30-year career technologist and an executive advisor for clients at Optiv Security. He is the author of over 40 books on information security and technology, including *CISA Certified Information Systems Auditor All-in-One Exam Guide, Third Edition*.

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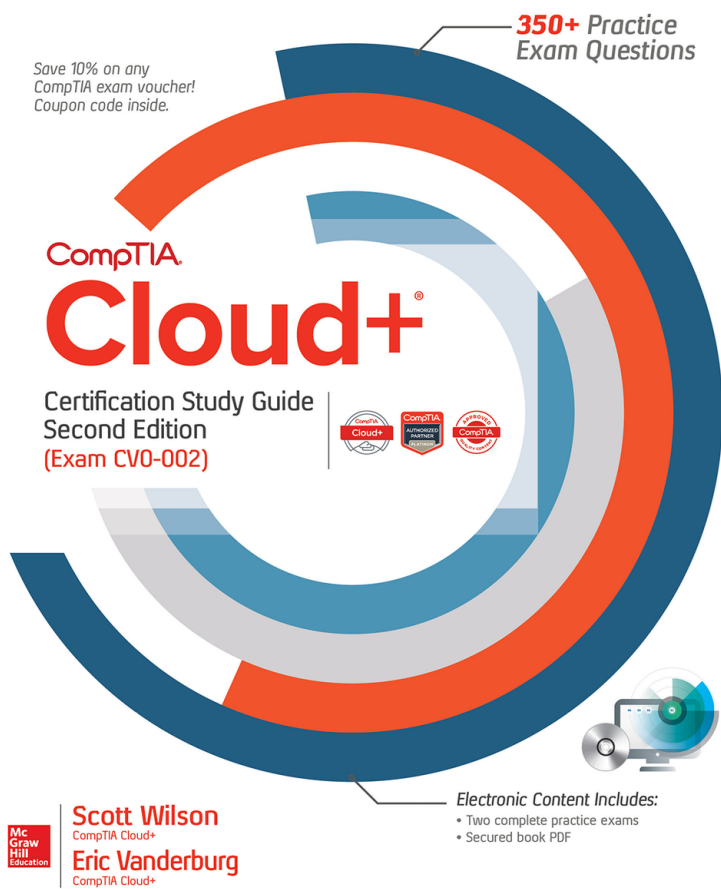
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**Daniel Carter, CISSP CCSP CISM CISA** (Owing Mills, MD) has 20 years of experience in the IT and security worlds, working in both the higher education and healthcare sectors. He has worked at both state and federal levels and is currently a systems security officer of U.S. federal healthcare for HP Enterprise.



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**Sam R. Alapati, Oracle ACE** is a Principal at Sabre Corporation in Southlake, Texas. Sam has managed Oracle databases for about 20 years, starting with Oracle Parallel

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FOREWORD BY NEIL RACKHAM  
bestselling author of *SPIN Selling*

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**Nicholas A. C. Read** is chairman of the sales coaching firm SalesLabs ([saleslabs.com](http://saleslabs.com)), which helps companies drive revenue growth through the application of improved process, measurement, and skills. He shares his time between North America, Asia, and Europe.

**Stephen J. Bistriz, Ed.D.**, is president of Learning Solutions International ([sellxl.com](http://sellxl.com)). He has more than four decades of high-technology sales, sales management, and training management experience, dealing with companies ranging from startups to global leaders.

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