

About the Author

Deborah C. Sawyer is President of the Information Plus group of companies, firms providing research and consulting services to Fortune 500 corporations. Ms. Sawyer's client base, however, belies her in-depth understanding of smaller businesses in general and service businesses in particular: Ms. Sawyer has owned or continues to operate research companies, a business writing seminar firm, and a health consultancy. This gives her the inside track on what it's like to compete in services and how difficult it can be to learn about competition.

Prior to starting her first business in 1979, Ms. Sawyer was editor of two reference works for the education field. She holds two degrees from the University of Toronto and diplomas from the Canadian School of Natural Nutrition and the British Institute of Homeopathy. She is fluent in English and French, has slowly rusting ability in German, Russian, and Mandarin, and has travelled the world. When she isn't working, she paints in oils, sews, gardens, swims, walks, and reads voraciously.

She is the author of three other books about information and has published numerous articles. She also speaks frequently at conferences and has appeared on national television and radio programs in the U.S. and Canada.