

PETER GEORGESCU

Better Choices. Better World. Every day.

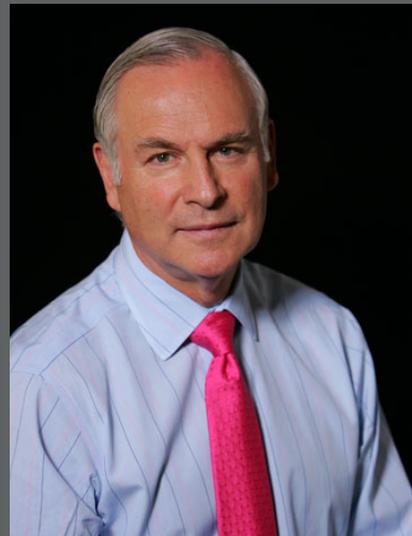
Peter A. Georgescu is Chairman Emeritus of Young & Rubicam Inc., a network of preeminent commercial communications companies dedicated to helping clients build their businesses through the power of brands. He served as the company's Chairman and CEO from 1994 until January 2000.

Elected as the company's eighth CEO in 1993, Mr. Georgescu was the first Chairman or CEO of Young & Rubicam Inc. born outside of the United States. His career spans 37 years and top management experience, both in the United States and Europe. Mr. Georgescu has been instrumental in developing the integrated communications strategy that has shaped the course of Young & Rubicam's development and become the standard for industry thinking. He has served as President of Y&R Advertising, as well as President of Young & Rubicam's former International Division.

Under Mr. Georgescu's leadership, Young & Rubicam successfully transformed from a private to a publicly-held company. Also during his tenure, Young & Rubicam built the most extensive database on global branding and, from its findings, developed a proprietary model for diagnosing and managing brands. Within the marketing community, he is known as a leading proponent of creating unified communications programs, agency accountability for measuring the impact of communications programs, and structuring value-based agency compensation. In recognition of his contributions to the marketing and advertising industry, Mr. Georgescu was elected to the Advertising Hall of Fame in 2001.

Mr. Georgescu immigrated to the United States from Romania in 1954. He was educated at Phillips Exeter Academy, received his B.A. with cum laude honors from Princeton and an MBA from the Stanford Business School.

Mr. Georgescu's belief in the power of education has fueled his involvement with organizations such as A Better Chance and Polytechnic University. He has served on the Board of Directors at both organizations. The University of Alabama and Cornell College in Iowa have awarded Mr. Georgescu honorary



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doctorate degrees. Mr. Georgescu is also the recipient of the Ellis Island Medal of Honor.

Mr. Georgescu continues to serve as a board member of a publicly registered company, Geeknet. Previously, he has served on the Boards of Levis, Toys R Us, EMI Recorded Music, International Flavors & Fragrances and Briggs & Stratton. He is currently Vice Chairman of New York Presbyterian Hospital, and is a member of the Council on Foreign Relations.

In 2006 Mr. Georgescu published his first book *The Source of Success* – asserting that personal values and creativity are the leading drivers of business success in the 21st Century.

SPEECH TOPICS

PETER'S STORY

At the age of 15, after years of imprisonment in a Soviet-style labor camp, Georgescu arrived in the United States from Romania, with no formal education and speaking only one English word – “Coke.” With the odds of success stacked highly against him, Georgescu went on to receive a first-class education at Exeter, Princeton, and Stanford and enjoy a 37-year career at Young & Rubicam, where he rose to CEO and Chairman of the Madison Avenue advertising agency.

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Listen to Peter tell:

- How he got to where he is today
- Influential people in his life, who he calls his “guardian angels”
- What is like to experience evil first-hand

GOOD AND EVIL IN THE BUSINESS WORLD

Traditionally, the advertising business is seen as an evil entity– trying and willing to do anything for a consumer to purchase a product or a service. As a scholar of good and evil, and also someone who has spent his entire career in advertising, Peter has a very interesting perspective on morality in the business world.

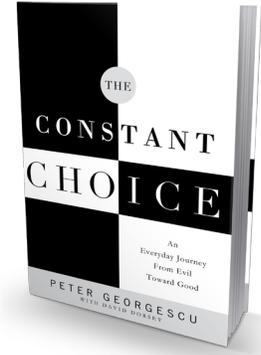
Hear Peter speak about:

- The importance of understanding a company's culture
- Why doing the right thing in business is a win for everyone
- How to understand and interpret “underlying evils” in the work place

SPEECH TOPICS

A PHILOSOPHICAL AND SPIRITUAL ELEMENT TO GOOD AND EVIL

Georgescu's rise to success did not come without turmoil, as he struggled to grasp humanity's moral nature – why the decisions of some are driven by evil, and others by good. In *The Constant Choice*, Georgescu reflects on human behavior, and engages in a philosophical, scientific, and spiritual exploration, as well as conversations with diverse, world-renowned thought leaders, including eminent evolutionary biologist Paul Ehrlich, Elie Wiesel, Sister Joan Chittester and Karen Armstrong.



We live in a complex and challenging time, Georgescu argues, and making the right choice is becoming increasingly crucial: “We need to get outside ourselves, outside our own individual preoccupations. A common good based on common sense, along with a deeper understanding of the source of evil, matters more every day. A spiritual awareness of the nobler side of our natures matters more. We, each one of us, are capable of raising our game toward becoming better people as individuals, as communities or nations, as mankind.”

Far more than an inspirational story, Peter reveals a path for changing not only who we are, but the future of humanity.

PRAISE

“It is with incredible honesty that Peter Georgescu shares his personal journey of spiritual questions and growth to understand good and evil. **THE CONSTANT CHOICE** has not only enriched me, but my relationships as well. It has prompted in-depth discussions about good and evil, faith and belief and the purpose of our lives in earth.”

Linda Tullis, Greenwich, CT

“Peter did my work for me. I found the book inspiring and provocative. It caused me to dwell on ethical and philosophical questions. I was moved by the need for the daily choice, the need to try to ‘be always good.’ Now it’s my turn. This is a book I look forward to reading again.”

Sally Neff, Long Island, NY

"In **THE CONSTANT CHOICE** Georgescu dwells on the good and evil in his life and our time. I read the book and found amazing parallels in my life – both personally and professionally. I also think our country is facing similar challenges, with a loss in our moral compass. Will we have the resolve to fix our problems or are we going to be satisfied to just 'kick the can down the road?' Will we get the benefit of all the guardian angels that helped you and I succeed? I am encouraged by the optimism and conviction shown by Peter Georgescu's life journey."

Richard Reminger, Cleveland, OH

"After reading **THE CONSTANT CHOICE**, I knew everything was going to change from now on. Pieces were filling together all over the place. I have always had problems taking the historic God on faith and subscribing to church dogma. Organized religion was spectator sport. When would I ever participate? When I read Peter's incredible life history and his journey to find his God, I got it after all these years. God is inside each of us, helping us do good, helping us conduct constant self-examinations of our actions and helping us looking down at ourselves from somewhere outside the body to shape a life of compassion. Finally I'm a player."

Polly McTaggart, North Palm Beach, FL

"This is an extraordinary work...I have read and reread the manuscript with rapt involvement. I found it a truly amazing account of a life's journey through the evil and good. Remarkably, I began to see myself on so many of the pages. His questions became my questions. An author who can give a reader pause to really look into themselves has accomplished quite a feat."

Hale Oliver, Pittsburg, NY

"I was moved by the circumstances of Peter's personal life and by the inner strength with which he faced, from the beginning, the incredible challenges, hardships and horrors that came in his way. The positivity he expressed since he was a child...truly remarkable, the inner fortitude and faith that accompanied him throughout his whole life.

It is an incredible story and there are many interwoven dimensions that are moving and captivating. I love the interplay between his very personal history, the political context, the moral philosophical questions and the deep spiritual quest which underlies it all. Reading his book one feels that engaging with these questions – what is Good, what is Evil what does a true morality mean, where are we going as a human race, what is our responsibility – is indeed a very serious endeavor quite possibly the ultimate reason we are here on earth."

Francesca Rusciani, New York, NY

WATCH & LISTEN

Press Room

<http://theconstantchoice.com/press-room/>

Speaking

<http://theconstantchoice.com/speaking/>

On WNYC's The Leonard Lopate Show

<http://www.wnyc.org/shows/lopate/2013/jan/28/peter-georgescu-good-and-evil/>

On BBC's Outlook Program

<http://www.bbc.co.uk/programmes/p016tp5j>