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About the Author

Carmine Gallo is the communications coach for the world's most admired global brands. A former

anchor and correspondent for CNN and CBS, Gallo has addressed executives at Intel, Cisco, Google, Medtronic, Pfizer, and many others. Gallo writes "My Communications Coach," a regular column for Forbes.com. He has written several bestselling and award-winning books, including *The Innovation Secrets of Steve Jobs*. Gallo has been featured in *The Wall Street Journal*, *The New York Times*, *Success* magazine, and on CNBC. Gallo's latest book, *The Power of Foursquare*, reveals how innovative businesses around the world are leveraging new mobile marketing tools to attract and engage customers. Gallo, who lives in Pleasanton, California, with his wife and two daughters, may be found online at www.carminegallos.com.

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