

Book Testimonials

“Murali Murthy has tilled, reaped, milled and stewed a motivational delight in his debut book. Focusing on three deceptively simple precepts, served up in 15 easily chewable portions, Murthy examines the propulsion system that thrusts the ambitious, the hardworking, talented and the opportunistic (among others) toward success. An ACE hall of fame peppers the book with a pleasantly surprising and eclectic group of role models. Each chapter is a feast for thought, but more importantly, as Murali reminds us - fuel for action. Play ACE to win folks.”

Gavin Barrett, Founding Partner, Creative Director, Barrett and Welsh.

"Having watched Murali volunteer his time to mentor, coach and inspire professionals to be the best that they can be it is great to see his wisdom captured in this book. The ACE Principle is a great, pragmatic handbook to inspire success!"

Vicki Bismilla Ed.D., Vice-President Academic and Chief Learning Officer, Centennial College

Murali crafts an easy read that is inspirational yet comprehensive and practical. His focused approach showcases wonderful motivating stories and quotes from successful people that beautifully illustrates and reinforces The ACE Principle – The reader is left with a powerful ‘ I too can do it’ rousing message!

Rhonda Singer, M.Sc. C.H.R.D. CMF, President, Culture Chemistry, Noanda Enterprises Ltd., Board Chair, Association of Career Professionals International, Toronto Network.

"Murali has done an excellent job conveying timeless keys to success. Using examples that we can all relate to, Murali shows us how to Absorb, Comprehend and Excel in any direction we might choose. This is a great read!"

Vanora Spreen, Author, “Living The Big Picture, One Promise At A Time”

“Using contemporary examples, Murali demonstrates that anyone can rise above their circumstances and create a successful life. The ACE Principle offers a realistic approach, is easy to read and written for anyone willing to put their dreams into action. Go for it.”

Girish Mehta, Managing Director, Adventure Global, Dubai.

“Do you want to be spoon-fed to success? Read this book. Murali has Accurately, Clearly and Excellently (ACE) written a book that gives everything we need to be successful in all areas of our life. If there is only one self-help book that you will read in your lifetime, this could very well be it. There’s wisdom in every page.”

Marvi Yap, Partner, AV Communications