



## **Trucking and Logistics Leader Andy Ahern of Ahern & Associates Announces Forthcoming Book**

*Andy Ahern, CEO of transportation and consulting firm Ahern & Associates, announces the forthcoming publication *The Art of the Deal*, sharing his expertise on building business relationships in a dynamic industry.*

**PHOENIX, AZ – June 2, 2014** – Andy Ahern, CEO of the industry-leading trucking logistics company [Ahern & Associates](#), is set to release his second book, *The Art of the Deal*, which will highlight Ahern's experience and expertise for the transportation and logistics industry. With the continued success of Ahern and Associates' newsletter, *The Ahern Advisory*, reaching half of a million readers weekly, transportation, trucking, and logistics industry veterans regularly write in to express their gratitude at the adept, straightforward business advice of an industry leader. Andy Ahern's experience as a connector for the trucking industry has helped facilitate major mergers and acquisitions for transportation and trucking firms across the nation; now, executives in the trucking, transportation, and logistics industry will be able to harness a wealth of information that can help executives understand exactly how to sell a trucking business.

The book uses the expertise garnered from over 450 transactions, all in the trucking and transportation vertical, and helps prepare trucking business owners about how to sell their business. Ahern consults on how to create and demonstrate the value of your business, mentally preparing to let go of a business, how to pick a sales team, how to qualify a strategic buyer, what types of reports need to be generated to attract interest, and how to cross the finish line. These are significant milestones in the buying and selling process, and Ahern's insight offers business owners a glimpse into how these nuances are impacted across the trucking industry. Ahern's wisdom is a vital beacon for trucking business owners; from consultancy to transaction, Ahern and Associates has helped a number of trucking businesses with mergers and acquisitions.

Testimonials from happy customers also laude Andy Ahern's professional consultancy skills and esteemed level of expertise, with one satisfied customer recently indicating that they would "highly recommend Ahern and Associates to help any company looking to increase their efficiency and profitability. We could not have asked for a better consultant." With Ahern being such a valuable asset to the trucking industry, it is no surprise to see that in recent months, Ahern's articles have been featured in industry outlets like Fleet Owner, Road Dawg Trucking News, The Logistics Journal, the Pallet Profile, the Arkansas Trucking Association Quarterly magazine.

Targeted at C-Level executives and trucking business owners, the book is slated to be released nationally, and will focus on the intricacies of transactions within the trucking and logistics industry. Following the success of his first book, *The Insurance Crisis: Fact or Fiction (or Both?)*, the book is set for release near the end of this year.

*The Art of the Deal* is scheduled to be available at booksellers nationwide at the close of 2014. For more information on Ahern & Associates, please call 602-242-1030 or visit <http://www.ahern-ltd.com>.

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**About Ahern & Associates, Ltd.**

Ahern and Associates is North America's leading trucking and transportation management consulting firm. The skilled consultants at Ahern and Associates specialize in mergers and acquisitions of trucking and logistics companies as well as the restructuring and evaluation of existing carriers that seek to increase operating efficiency and improve profitability. You can follow Ahern and Associates through their industry newsletter The Ahern Advisory for frequent industry updates and advice from the leading minds in trucking and logistics.

For more information, please call 602-242-1030 or visit <http://www.ahern-ltd.com>.