



Running the Gauntlet: Essential Business Lessons to Lead, Drive Change, and Grow Profits (Hardback)

By Jeffrey W. Hayzlett, Jim Eber

McGraw-Hill Education - Europe, United States, 2012. Hardback. Book Condition: New. 230 x 158 mm. Language: English . Brand New Book. Change your ATTITUDE. Change your BUSINESS. Change your FUTURE. What s stopping you from making the changes your business needs to thrive? The most dangerous move in business is the failure to make a move at all. The history of business is filled with companies that are no more because their leaders refused to enact change when the writing was on the wall. Fear. Apathy. Lack of personal responsibility. These simple human flaws can turn a good company into a dead company. The writing on the wall has never been clearer than it is now--and marketing phenomenon Jeffrey Hayzlett is on a mission to make you see it, understand it, and heed it. Today s business environment is so competitive and volatile that you can t afford to be satisfied with business as usual. You must make changes now to compete in the future. Building on the principles and concepts in his first book The Mirror Test, Hayzlett takes you on a step-by-step journey to: Develop a takeover mentality for your business Summon the vision and courage necessary for...



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The book is fantastic and great. It is filled with wisdom and knowledge I am just easily will get a enjoyment of looking at a composed publication.
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