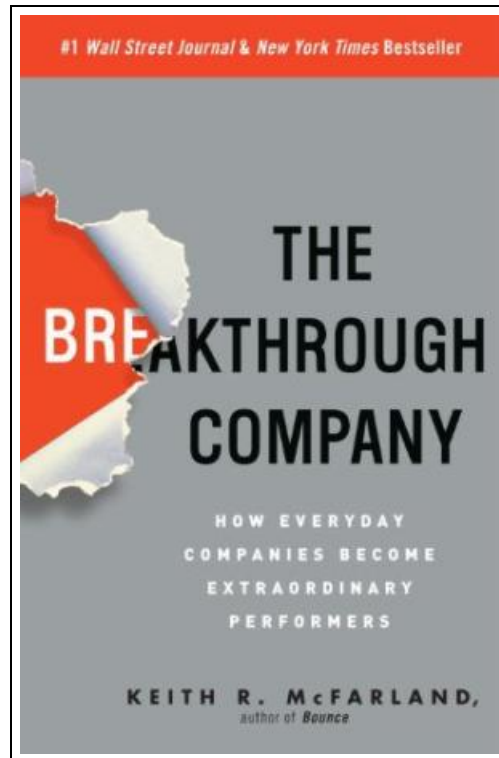


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Reviews

This book is definitely not effortless to start on reading through but extremely fun to learn. Better then never, though i am quite late in start reading this one. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Aliya Franecki)

THE BREAKTHROUGH COMPANY: HOW EVERYDAY COMPANIES BECOME EXTRAORDINARY PERFORMERS (PAPERBACK)



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Random House USA Inc, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book. Based on a five-year, 7,000-company study The vast majority of small businesses stay small-and not by choice. Only the most savvy and persistent-a tiny one tenth of one percent-break through to the very highest ranks. In The Breakthrough Company, technology CEO and Fortune 500 consultant Keith McFarland draws upon an extensive empirical study to reveal exactly how everyday companies become extraordinary, showing that breakthrough success is associated with a clearly identifiable set of strategies and skills that anyone in any business can emulate-from small startup to industry leader. With powerful and specific action steps concluding each chapter-and invaluable advice on virtually every page from business leaders who ve taken their companies to extraordinary levels of growth and profitability-The Breakthrough Company is stuffed with real-world tools and myth-busting insights that can be used by anyone wanting his or her business to join this exclusive circle. -Think Good to Great for those still small enough to think big.- --Bob Eckert, chairman and CEO, Mattel, Inc. -If you re looking for a breakthrough, break open this book.- --Harvey Mackay, author of the #1 New York Times bestseller Swim with the Sharks Without Being Eaten Alive Featuring a bonus excerpt from Keith McFarland s new book, Bounce.

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