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*Business Mastery Force 7:
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Review of Raving Fans ~~Clients~~

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~~Raving Fans; Seinfeld~~

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Club: Raving Fans How to Get
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~~Fans (Ken Blanchard) Raving~~
*Fans A Revolutionary
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Raving Fans includes
startling tips and
innovative techniques that
can help anyone create a
revolution in any

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workplace - and turn their
customers into raving,
spending fans. Description
The story of a golfer and
his male fairy godmother who
guides him through
encounters with outstanding
service in a variety of

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business settings is an eloquent parable about customer service.

*Raving Fans : A
Revolutionary Approach to
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America is in the midst of a

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Approach To Customer Service

service crisis that has left a wake of disillusioned customers from coast to coast. Raving Fans includes startling new tips and innovative techniques that can help anyone create a revolution in any

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workplace - - and turn their
customers into raving,
spending fans.

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America is in the midst of a

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innovative techniques that
can help anyone create a
revolution in any

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workplace - - and turn their
customers into raving,
spending fans.

Raving Fans (Cd):

*Amazon.co.uk: Blanchard,
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Raving Fans: A Revolutionary

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Approach To Customer

Service. Raving Fans. : Ken
Blanchard, Sheldon Bowles.

Harper Collins, May 19, 1993

- Business & Economics - 160

pages. 7 Reviews. "Your
customers...

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*Raving Fans: A Revolutionary
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...

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Approach for Customer
Service. Customer service is
important to any business.

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Yet, it's not enough to merely satisfy your customers. To have a massively successful business, you need Raving Fans.

Book Summary - Raving Fans:

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A Revolutionary Approach for Customer Service

This is a straightforward and snappy guide to successful customer service. It should prove useful in every kind of organization or business who wish to

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Approach To Customer
Service
deliver efficient customer
service and achieve bottom-
line results

*Raving fans : a
revolutionary approach to
customer service ...*

Raving Fans: A Revolutionary

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Approach to Customer
Service. \$23.99 \$16.79.

Sheldon Bowles and Ken
Blanchard's Raving Fans, is
written in the parable style
of Gung Ho! ® and The One
Minute Manager ®. It uses a
brilliantly simple and

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Approach To Customer Service

charming story to teach how to define a service vision, learn what a customer really wants, institute effective systems, and make stunning customer service a competitive advantage—not just another “flavor of the

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published in 1993 by Morrow
in New York.

*Raving fans (1993 edition) |
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Raving Fans: A Revolutionary
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2004. by Kenneth Blanchard
(Author), Sheldon Bowles
(Author), Rick Adamson
(Reader), Kate Borges
(Reader), John Mollard
(Reader) & 2 more. 4.6 out
of 5 stars 374 ratings.

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*Raving Fans: A Revolutionary
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wake of disillusioned america
is in the midst of a service
crisis that has left a wake
of disillusioned customers
from coast to coast raving

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fans includes startling new
tips and innovative
techniques that can help
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2399 1679 sheldon bowles and
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is written in the

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startling tips and
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can help anyone create a
revolution in any workplace
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in several other books that
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other book, little was said
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there. But noticing the

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"Your customers are only

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satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create

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Raving Fans." This, in a nutshell, is the advice given to a new Area Manager on his first day--in an extraordinary business book that will help everyone, in every kind of organization or business, deliver

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Approach To Customer
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stunning customer service
and achieve miraculous
bottom-line results. Written
in the parable style of The
One Minute Manager, Raving
Fans uses a brilliantly
simple and charming story to
teach how to define a

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vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature--not just another program of the month. America is in the midst of a service crisis

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that has left a wake of disilluisioned customers from coast to coast. Raving Fans includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace--and turn their

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customers into raving,
spending fans.

A guide to providing a
successful customer service,
written in the style of a
parable, including advice on
how to define a vision,

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Learn what a customer really wants and institute effective systems to achieve excellent bottom line results.

"Your customers are only satisfied because their

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expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans." This, in a

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nutshell, is the advice
given to a new Area Manager
on his first day--in an
extraordinary business book
that will help everyone, in
every kind of organization
or business, deliver
stunning customer service

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in the parable style of The
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Fans uses a brilliantly
simple and charming story to
teach how to define a
vision, learn what a

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customer really wants,
institute effective systems,
and make Raving Fan Service
a constant feature--not just
another program of the
month. America is in the
midst of a service crisis
that has left a wake of

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disillusioned customers from
coast to coast. Raving Fans
includes startling new tips
and innovative techniques
that can help anyone create
a revolution in any
workplace--and turn their
customers into raving,

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Ken Blanchard and Sheldon Bowles, co-authors of the New York Times business bestseller Raving Fans, are back with Gung Ho! Here is an invaluable management

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tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. It is a must-read for everyone who wants to stay on top in today's ultra-competitive business world.

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Raving Fans taught managers how to turn customers into full-fledged fans. Now, Gung Ho! brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw,

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Blanchard and Bowles reveal the secret of Gung Ho--a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of Gung Ho are:

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The Spirit of the Squirrel
The Way of the Beaver The
Gift of the Goose These
three cornerstones of Gung
Ho are surprisingly simple
and yet amazingly powerful.
Whether your organization
consists of one or is listed

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in the Fortune 500, this book ensures Gung Ho employees committed to success. Gung Ho! also includes a clear game plan with a step-by-step outline for instituting these groundbreaking ideas.

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Destined to become a classic, Gung Ho! is a rare and wonderful business book that is packed with invaluable information as well as a compelling, page-turning story. Management legend Ken Blanchard and

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master entrepreneur Sheldon
Bowles are back with Gung
Ho!, revealing a surefire
way to boost employee
enthusiasm, productivity,
and performance and usher in
astonishing results for any
organization. Raving Fans

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brilliantly schooled
managers on how to turn
customers into raving fans.
Gung Ho! now brings the same
magic to employees. Here is
the story of how two
managers saved a failing
company and turned in record

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profits with record
productivity. The three core
ideas of Gung Ho! are
surprisingly simple:
worthwhile work guided by
goals and values; putting
workers in control of their
production; and cheering one

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Another on. Their principles are so powerful that business leaders, reviewing the manuscript for Ken and Sheldon, have written to say, "Sorry. Ignored instructions. Have photocopied for everyone. I

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promise to buy books, but
can't wait. We need now!"
Like Raving Fans, Gung Ho!
delivers.

Mega-bestselling author Ken
Blanchard and celebrated
business leaders Don Hutson

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and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur. In THE ONE MINUTE ENTREPRENEUR, Ken Blanchard (coauthor of the #1 bestselling business classic The One Minute

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Manager), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man's challenges in creating his own business. Through a powerful and engaging

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narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their

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customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In

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addition, the book offers
invaluable advice, delivered
through One Minute Insights,
from such entrepreneurs and
thinkers as Sheldon Bowles,
Peter Drucker, Michael
Gerber, and Charlie
"Tremendous" Jones. Today,

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in the midst of the largest
entrepreneurial surge in
U.S. history, four out of
five small businesses
continue to fail. THE ONE
MINUTE ENTREPRENEUR offers
businesspeople and would-be
entrepreneurs a treasure

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trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.

Take Care of Your
Customers--or Someone Else

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Will! Legendary Service

Great customer service is a concept organizations love to be known for. Yet most people consider the service they receive to be average, at best. Successful companies make the

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connection between legendary
customer service and a
thriving business--they
recognize that the way
employees treat customers is
directly related to the way
managers treat employees.
Kelsey Young is an

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optimistic but disillusioned sales associate working her way through college. Her world opens up when one of her professors challenges her to create a culture of service at her workplace by putting the five components

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of Legendary Service into practice. Although Ferguson's, the store where Kelsey works, certainly isn't known for service excellence, Kelsey believes she can make a positive difference. She quickly

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learns that culture change isn't easy--and that her role as a frontline employee is more significant than she ever could have imagined. In characteristic Blanchard style, *Legendary Service: The Key Is to Care* is a

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quick and entertaining read for people at all organizational levels in every industry. When applied, its lessons will have a profound impact on the service experience your customers will receive.

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Whether a CEO or a part-time employee, every person can make a difference--and customer service is everyone's job. PRAISE FOR LEGENDARY SERVICE: "Read this book and establish a service culture in your

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organization." -- Horst
Schulze, Chairman/CEO,
Capella Hotel Group

"Legendary Service has great
learnings for people at all
organizational levels: for
executives and managers, the
value of a service culture;

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and for frontline staff, the reality that they are the face of the company and can make a difference. Legendary service--it's everyone, always." -- Mark King, CEO and President, TaylorMade Golf "Everything I know

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about service I learned from my career at Hilton Hotels, Marriott International, The Walt Disney Company, and Ken Blanchard. The One Minute Manager dramatically changed my thinking 32 years ago. Legendary Service will teach

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the next generation how to
deliver sensational service.
Buy it, study it, implement
it." -- Lee Cockerell,
Executive Vice President,
Walt Disney World (Retired &
Inspired), and author of
Creating Magic and The

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Customer Rules"Kathy Cuff
and Vicki Halsey have
created a fantastic customer
service model called ICARE.
When you add their voices to
that of the master
storyteller Ken Blanchard,
you have a masterpiece

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entitled *Approach To Customer Service* Legendary Service.

It is a must-read for everyone who, like me, has a passion for service." --

Colleen Barrett, President Emeritus, Southwest

Airlines, and coauthor of

Lead with LUV "Ken Blanchard

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has done it again and delivered the right book at the right time. Legendary Service provides the essentials of hospitality and servant leadership in a way that everyone can adopt--right now--today!" --

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John Caparella, President
and COO, The Venetian, The
Palazzo, and Sands Expo
"Ken, Kathy, and Vicki show
us how to change everyday
service events into
memorable experiences. Their
book is a must-read for

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Approach To Customer
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Anyone unwilling to accept
mediocrity." -- Leonardo
Inghilleri, coauthor of
Exceptional Service,
Exceptional Profit

A compendium of
straightforward techniques

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on how to accentuate the positive and redirect the negative, increasing productivity at work and at home. What do your people at work and your spouse and kids at home have in common with a five-ton killer

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whale? Probably a whole lot more than you think, according to top business consultant and megabestselling author Ken Blanchard and his coauthors from SeaWorld. In this moving and inspirational new

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book, Blanchard explains that both whales and people perform better when you accentuate the positive. He shows how using the techniques of animal trainers -- specifically those responsible for the

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killer whales of SeaWorld -- can supercharge your effectiveness at work and at home. When gruff business manager and family man Wes Kingsley visited SeaWorld, he marveled at the ability of the trainers to get these

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huge killer whales, among the most feared predators in the ocean, to perform amazing acrobatic leaps and dives. Later, talking to the chief trainer, he learned their techniques of building trust, accentuating the

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positive, and redirecting negative behavior -- all of which make these extraordinary performances possible. Kingsley took a hard look at his own often accusatory management style and recognized how some of

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his shortcomings as a manager, spouse, and father actually diminish trust and damage relationships. He began to see the difference between "GOTcha" (catching people doing things wrong) and "Whale Done!" (catching

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people doing things right).
In *Whale Done!*, Ken
Blanchard shows how to make
accentuating the positive
and redirecting the negative
the best tools to increase
productivity, instead of
creating situations that

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demoralize people. These techniques are remarkably easy to master and can be applied equally well at home, allowing readers to become better parents and more committed spouses in their happier and more

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Uses the success of the world's largest restaurant chain to explain how a company of any size can develop a unified, people first, customer-oriented

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In this completely revised and updated edition of the customer service classic, Carl Sewell enhances his time-tested advice with fresh ideas and new examples

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and explains how the groundbreaking “Ten Commandments of Customer Service” apply to today’s world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the

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second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original Customers for Life. A lively, down-to-earth narrative, it set the standard for customer

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service excellence and
became a perennial
bestseller. Building on that
solid foundation, this
expanded edition features
five completely new
chapters, as well as
significant additions to the

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original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain

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Committed to quality service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His "Ten Commandants" provide the essential

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Guidelines, including:

Underpromise, overdeliver:

Never disappoint your
customers by charging them
more than they planned.

Always beat your estimate or
throw in an extra service
free of charge. • No

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complaints? Something's
wrong: If you never ask your
customers what else they
want, how are you going to
give it to them? • Measure
everything: Telling your
employees to do their best
won't work if you don't know

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how they can improve.
With Big Bucks! bestselling authors Ken Blanchard and Sheldon Bowles unlock the secrets of making serious money for both you and your company. Through a series of

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easy-to-follow steps and powerful strategies, Blanchard and Bowles show how anyone can create lasting wealth. By focusing on concepts like commitment, intensity, purpose, and even fun, the authors have

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crafted a totally new--and
irresistible--paradigm for
unlimited success. Written
in the parable style of
their previous books, Raving
Fans and Gung Ho!., which
were Business Week, New York
Times, and Wall Street

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Journal business Customer

bestsellers, Big Bucks!

introduces Len, who doesn't
just want more money--he
wants to be a millionaire.

Under the direction and
guidance of a group of
mentors, Len must overcome

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three challenges on his way to attaining more wealth than he ever dreamed possible. Len learns that these three tests can be undertaken by any individual or organization in the pusuit of big bucks. And he

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also sees that while making big money, he can accomplish even more valuable achievements by being generous with his time, talents, and prosperity. Packed with practical advice, *Big Bucks!* is a must-

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business professional
seeking wealth. It's
destined to become one of
the major money books in the
twenty-first century.

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