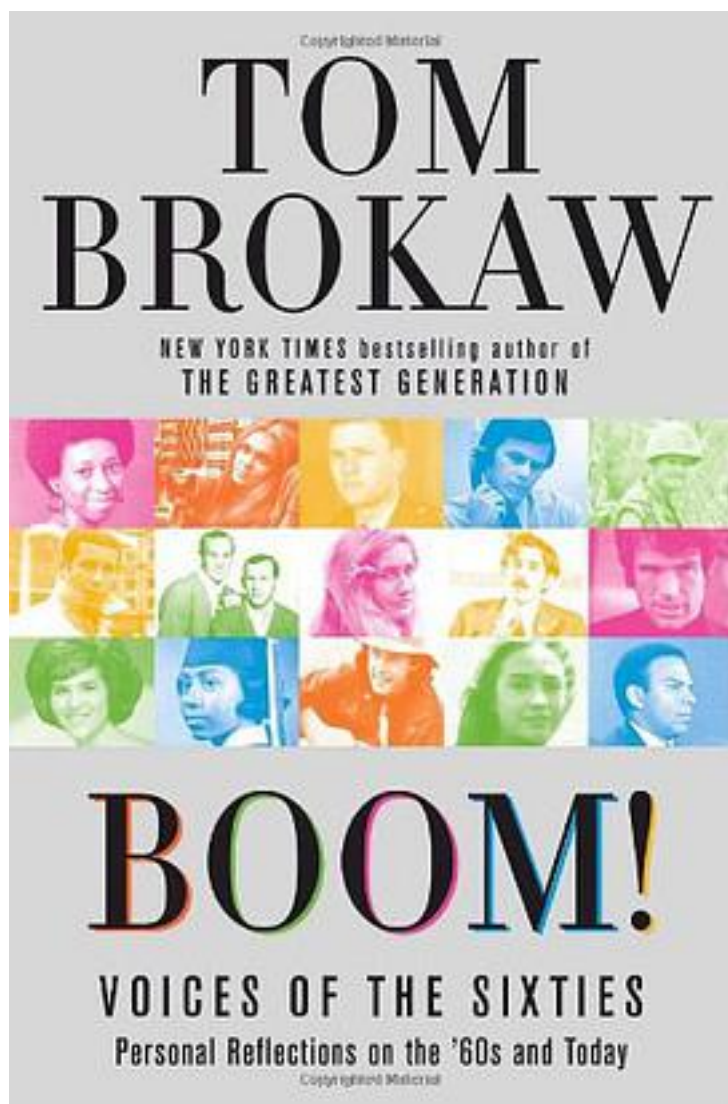


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You are DESIGNED to choose and DEFINED by your choices. In front of you are seven choices waiting to be made. Whether you are the leader or those being lead, these choices will determine the quality of your life and the significance of your contribution to the world in which you work. In BOOM the Freiberg's have distilled 20 years of collective wisdom into 7 essential choices that cause culture, service, success, and business to BOOM Choice #1: Be a Player Choice #2: Be Accountable Choice #3: Choose Service Over Self-Interest Choice #4: Focus Forward Choice #5: Play to Your Genius Choice #6: Get It Done Choice #7: Risk More - Gain More These 7 choices are your wake-up call to freedom, and it's your invitation to create a community of like-minded people who - together - will create organizations that can blow the doors off business as usual and cure the Dead People Working? syndrome Drs. Kevin and Jackie Freiberg are two of the most influential voices on the professional-speaking circuit today. Their mission: to create corporate cultures where impassioned people exercise the freedom to make a difference and change the world The Freibergs have coauthored the international bestseller NUTS Southwest Airlines' Crazy Recipe for Business and Personal Success and GUTS Companies that Blow the Doors off Business-As-Usual. They have been interviewed by CBS's 60 Minutes and appeared on CNBC and the CBS Morning News for their insights on the links between gutsy leaders, passionate employees, cultures of accountability, and loyal customers.

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