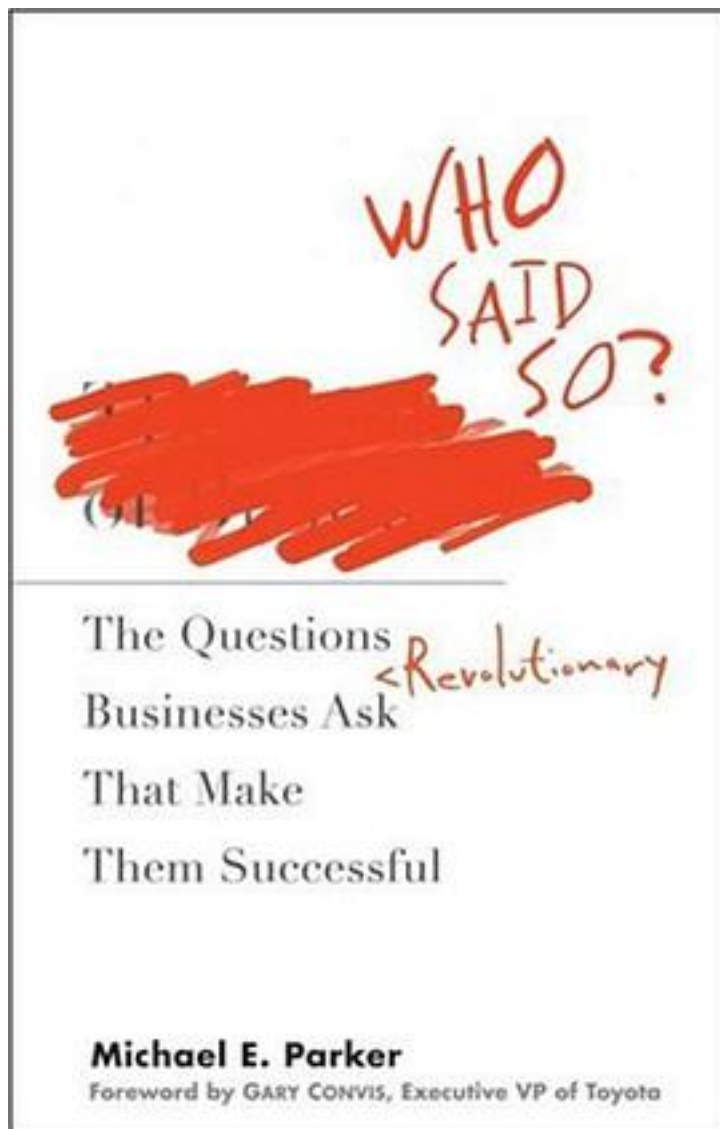


Who Said So The Questions Revolutionary Businesses Ask That Make Them Successful



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In *Who Said So?*, Michael Parker introduces you to the unique leadership philosophy known as Value-Centered Management. Using the exciting, creative format of a business narrative, the book contrasts the familiar pains of traditional business management with Value-Centered Management by contrasting the opposing style of father and son managers. Following this enlightening business tale, you'll learn how to focus your business on what your customers truly value—and how to turn that into new business and profit.

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