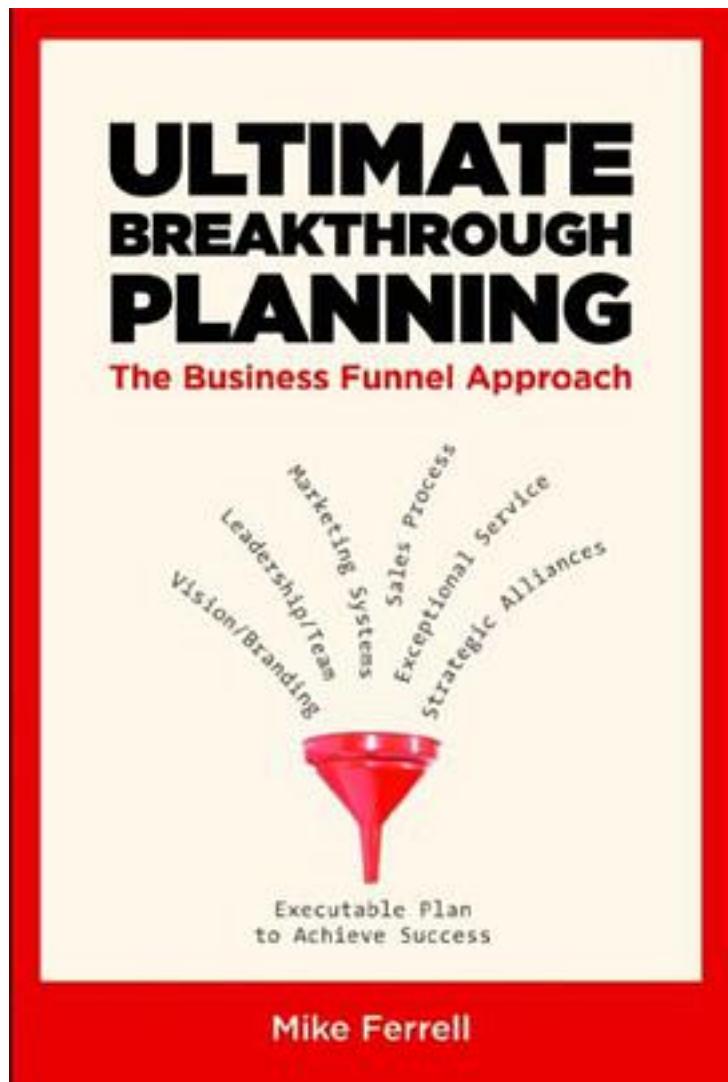


Ultimate Breakthrough Planning



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Small businesses have it tough, and their survival requires a keen understanding of the challenges they face — and the ability to execute their operation with finesse. In this book, Mike Ferrell outlines the necessary elements for any thriving business: vision/branding, leadership/team, marketing systems, sales process, delivering exceptional service and strategic alliances. In addition, Ferrell shows small business owners how to funnel these elements to fit their own situation, and bring their businesses to a higher level.

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