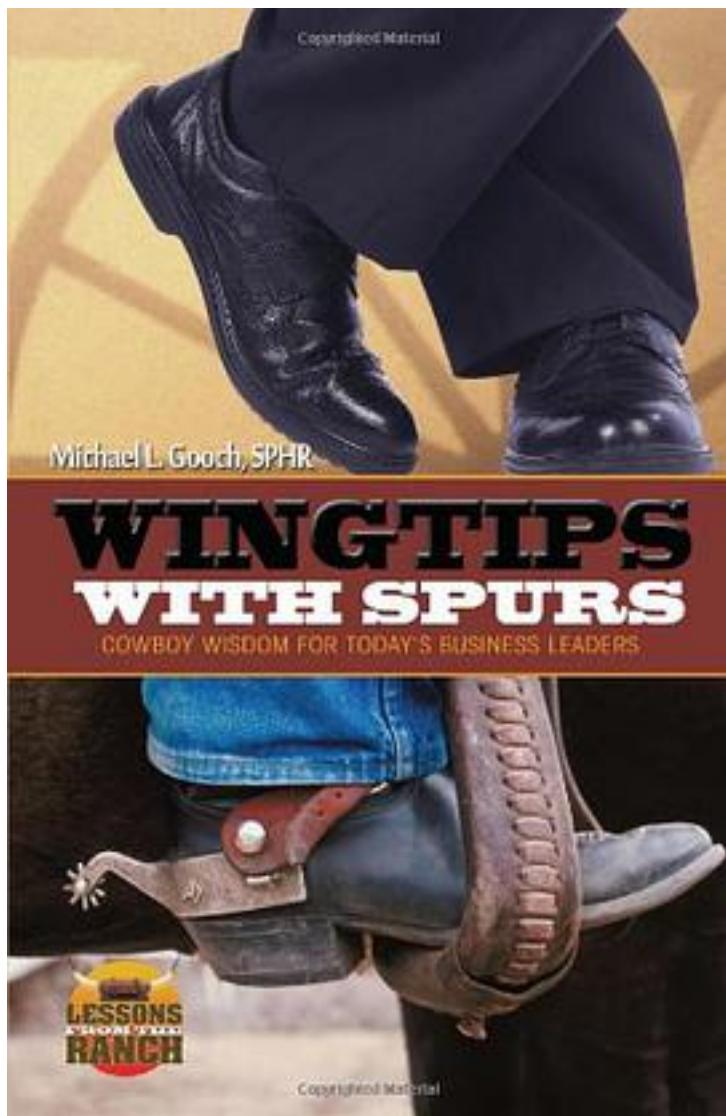


Wingtips with Spurs



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The lure of the open plain, boots, chaps and cowboy hats makes us think of a different and better way of life. The cowboy code of honor is an image that is alive and well in our hearts and minds, and its wisdom is timeless. Using ranch based stories, author Michael Gooch, a ranch owner, tells us how to apply cowboy wisdom to our everyday management challenges. Serving up straight forward, practical advice, the book deals with issues of dealing with conflict, strategic thinking, ethics, having fun at work, hiring and firing, building strong teams, and knowing when to run from trouble. A unique (and fun) approach to management training, Wingtips with Spurs is a must read whether you are new to management or a grizzled veteran.

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