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THE NEW GAME CHANGERS: DRIVING PERFORMANCE BY FOCUSING ON WHAT MATTERS (HARDBACK)



Third Bridge Press, 2015. Hardback. Condition: New. Language: English . Brand New Book. As the business environment grows ever more complex and new competitors enter the market, the demands on leadership change. Conventional approaches won t cut it any longer. The New Game Changers tells the story of Aimee Martin, who rejoins her former company to turn around slumping sales. The sales training initiative that was implemented while she was away came highly recommended, but it was not well received...

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- Authored by Butler Newman, Greg Long
- Released at 2015



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