



Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business

By Mark C Winters, Gino Wickman

Audible Studios on Brilliance, United States, 2015. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. You re a Visionary. That s the problem. You ve already founded a successful business and have clear ideas for the future of your company. This has worked for you so far, but now business has stalled, and you ve become overwhelmed, stuck, and frustrated. You may have a hunch that something or someone is missing and you re right. A great Visionary is only half of the equation for launching a company toward success. A solid partnership is the key to helping your business soar, and you need someone else to play a crucial role in taking your business to its maximum level. Enter the Integrator. This is the Visionary s complement who has a talent for moving ideas forward: keeping varying tasks and schedules aligned, creating focus and accountability, and ensuring cohesion of people and processes. In other words, the Integrator takes a vision and executes it. From the author of the bestselling Traction, Rocket Fuel details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can thrive, and...



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