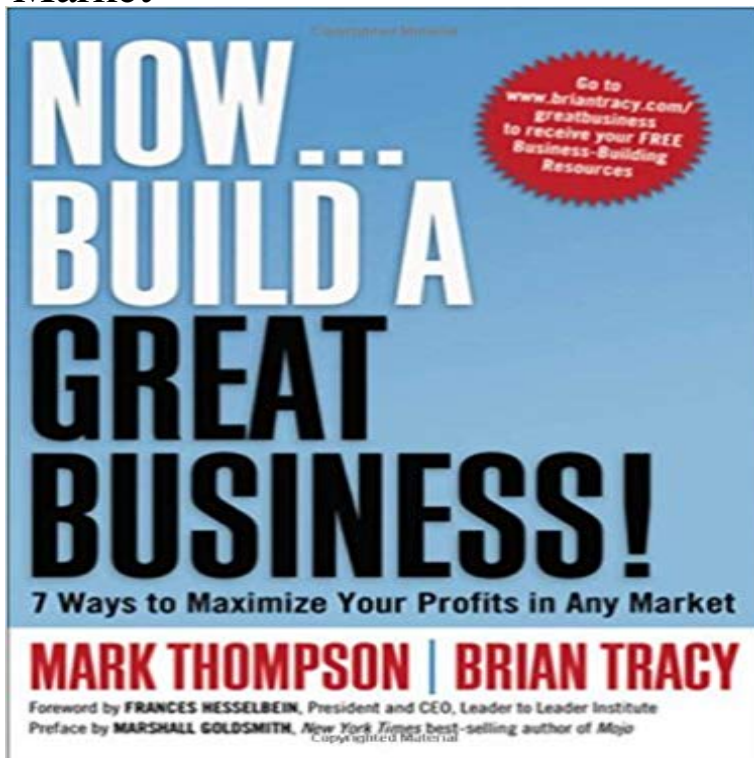


# Now, Build a Great Business!: 7 Ways to Maximize Your Profits in Any Market



No matter what industry you're in or what economic conditions you are facing, you can still build a phenomenally successful business. Bestselling business authority Mark Thompson and international success expert Brian Tracy have joined forces on a revolutionary book whose ideas are as inspiring and thought-provoking as they are accessible, practical and proven to deliver results. Now, *Build a Great Business!* reveals a series of seven powerful principles that will change your business for the better. This fast-moving and engaging book explains how to: Become a great leader - get superior results from everyone around you Attract and keep great people - build peak-performing teams Develop a great business plan - structure your business to maximize every resource Offer a great product or service - identify exactly what your market needs Deliver superior customer service - make service your key competitive advantage Create a great marketing plan - position your business as the preeminent provider Perfect your sales process - motivate customers to buy again and again Complete with examples of businesses of all kinds that are applying these methods to achieve remarkable profits in today's economy, *Now, Build a Great Business!* shows that when you do what the most successful companies do, you too can get extraordinary results.

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