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

By Gino Wickman, Mark C. Winters

BENBELLA BOOKS, United States, 2016. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Discover the vital relationship that will take your company from What's next? to We have liftoff! Visionaries have groundbreaking ideas. Integrators make those ideas a reality. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you. 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 help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, Rocket Fuel also features assessments so you're able to determine whether you're a Visionary or an Integrator. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals--likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, it's like rocket fuel--they have the power to reach new heights for virtually any...



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Reviews

Undoubtedly, this is the best work by any author. It is really simplified but shocks within the 50 % in the publication. Its been written in an extremely straightforward way and is particularly just following i finished reading this publication by which basically altered me, modify the way in my opinion.

-- **Vivianne Dietrich**

This publication is wonderful. I actually have go through and i am sure that i am going to going to study once more once more down the road. I am easily could get a enjoyment of studying a written book.

-- **Mozelle Halvorson**