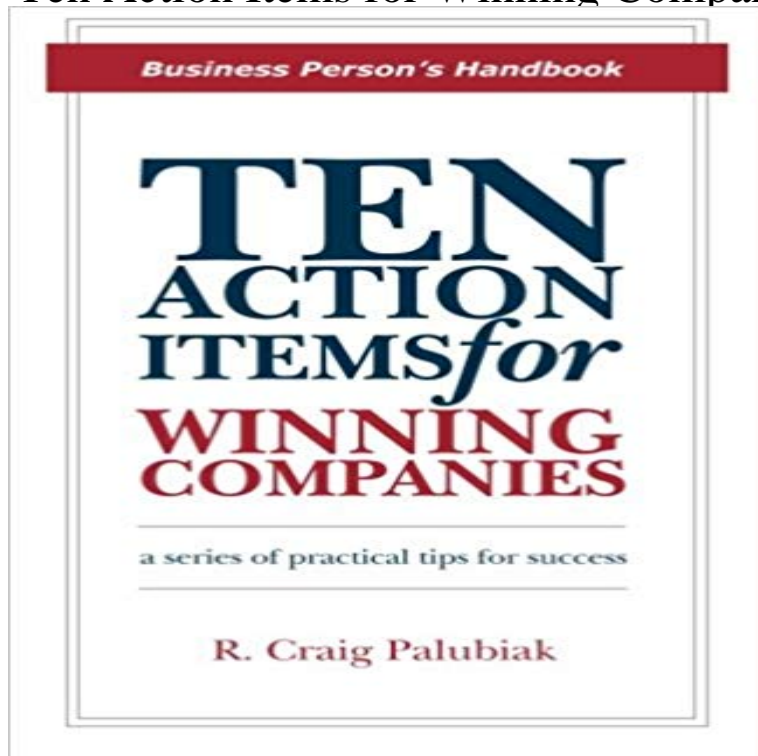


# Ten Action Items for Winning Companies: Business Persons Handbook



The Business Persons Handbook consists of a series of practical tips which address real world issues facing today's business person. The purpose is to provide concise, yet thought-provoking perspectives that will lead to timely, positive solutions for you and your team. TIPS Goal Setting Company versus Personal! Corporate Mission Why Have One? Employee Partnership What is the Benefit? Employee Feedback A Direct Link! The Height of Ingratitude The Customer! Learn to Read the Need Equals Dollars! Competitive Intelligence Your Enemies! Business Growth Strategies The Approach! Product Offering Where to Start? CUSTOMERization Customer Selection! Business Leaders Praise - Ten Action Items for Winning Companies Palubiak touches on all the necessary ingredients for long-term corporate success. He cuts through the clutter and focuses on the essentials that really matter. Jim Weddle Managing Partner of Edward Jones Investment Firm - edwardjones.com I've read dozens of business books from some of the most revered business leaders and 10 Actions for Winning Firms provides very clear, simple and actionable principles for successful management. This book can serve as an instruction manual for leaders no matter how large or small the company. Dave Peacock - President, Anheuser-Busch Worldwide Beverage - anheuser-busch.com The handbook is a very concise source of common sense tips that will keep a manager or entrepreneur focused on the key issues that drive a successful business. Great job! Mike Mooney - Chairman, Footwear Unlimited International Importer - footwearunlimited.com What a great read! So often, companies lose sight of the important, common sense approach on running a business. They are the ones that often have short life cycles and allow the competition to overcome them due to their

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