



## Cut the Crap: The Power of Authenticity for Brands and Business (Paperback)

By MS Lisa Steingold

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The world has changed and it s time to Cut the Crap! #CTC is a guide for people, brands and business to get real and more importantly why. Using case studies from the likes of politicians to big brands, Trump and McDonalds alike, Lisa delves into understanding the opportunity cost of crap, why marrying potential doesn t work and why living brand by experience is the key to sustainability and wealth.



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