

## Your Company Sucks: It s Time to Declare War on Yourself (Paperback)

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## Reviews

*This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book. (Ms. Ora Buckridge)* 

## YOUR COMPANY SUCKS: IT S TIME TO DECLARE WAR ON YOURSELF (PAPERBACK)



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BENBELLA BOOKS, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book. It s every businessperson s nightmare: his or her company is failing, dysfunctional, stuck in neutral, and/or is disappointing overall, from the finances to the customer feedback. Put bluntly-but candidly-the company sucks. That s the bad news. The good news is that it doesn t have to be that way. Every business can rebound from its lows, regain its momentum, thrill its customers, and be the source of pride and profits its owners and shareholders seek. This U-turn must begin with you, the owner or senior manager, declaring war on yourself. You must face the fact that the malaise the business suffers from is ultimately your responsibility and your doing, and even more important,that it will not be rectified unless you take the lead. Face the hard truth. Take the difficult actions. Demonstrate determination, creativity and resolve. This insightful book makes three points clear: 1. The key to long term business success is for the leader to declare war on him/herself so that the company never rests on its laurels. 2. Only four factors lead to business failure/decline/lack of growth/dysfunctionality. Identifying and addressing these plagues is the focus of the war. 3. Customer satisfaction is a curse in disguise. The overwhelming need is to thrill your customers/clients. Your Company Sucks pulls back the curtain on business performance to reveal the four reasons businesses decline. It identifies your company s red flags, and provides a powerful and innovative methodology to transition from failure to flourish. It s not too late to turn your company around-go from sucking to soaring!.

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