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Swagger-Free Zone provides a brief overview of what it takes to **consistently create superior economic value** year after year, after year.

How do you plan to get your entire organization to buy into the vision?

Retired Army Major General Bert Maggart recommended the need to
“teach lieutenants to see everything that a colonel can see.”

Place a copy of *Swagger-Free Zone* in the hands of **every professional, supervisor, executive and manager** at all levels of your company. The potential benefits are huge!

Potential benefits from having every member of your company read the book and use it as an operating manual include:

- Access to a source of new ideas that stimulate discussion, with the potential to help generate innovative solutions that contribute to achieving corporate goals
- Incentive to continuously redefine the business and rewrite the rules of engagement, towards changing the competitive dynamics and sustaining breakthrough performance
- Acquisition of a common language for communicating the essential elements of the prize, as well as for motivating and energizing the entire organization.

An excellent investment in your company’s most valuable asset – your human capital.

To sweeten the deal—**take advantage of bulk volume discounts** on large quantity orders!

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Invest consistently in your company’s talent and intellectual capital...

... **both when the economy is good and when the economy is bad.**

Potential Upside – Limitless (*The benefits will keep paying back for years!!!*)

Potential Downside – Negligible (*Tax write-off as Education Expense— A “Can’t Lose” Proposition*)

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