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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.

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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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