



Be the Best at What Matters Most: The Only Strategy You will Ever Need

Joe Calloway

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Winners in business aren't the ones who do the most things; the winners are the ones who do the most important things

Be the Best at What Matters Most. is about the one essential strategy for business leaders, entrepreneurs, owners, managers and those who want to be one. Simplify, focus, and win by outperforming all your competition on those things that create real value for the customer. This is about substance, not flash, and the ultimate "wow" factors of high quality performance, consistency and relentless improvement.

- Thought provoking questions, activities, and action steps are built into every section of the book
- Author Joe Calloway, an International Speakers Hall of Fame inductee, has been a popular business speaker for thirty years and worked with hundreds of companies to help them create and sustain success
- Author has published four books with Wiley

Be the Best at What Matters Most will help you and your team focus on taking the actions that maximize results, growth, and profit.

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