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Description:

Another extraordinary business fable from the *New York Times* bestselling author Patrick Lencioni

- Offers a key resource for gaining competitive advantage in tough times
- Shows why the quality of vulnerability is so important in business
- Includes ideas for inspiring customer and client loyalty
- Written by the highly successful consultant and business writer Patrick Lencioni

This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.

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