



Seja melhor no que realmente importa (Portuguese Edition)

Joe Calloway

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Simplicidade e foco para maximizar resultados: quem não quer ter isso?

Este livro propõe uma ideia audaciosa: ser melhor que a concorrência nas coisas que criam verdadeiro valor para os clientes. Em vez de precisar apagar mil incêndios rotineiros e perder tempo com processos que não geram lucro nem sucesso, encontre onde dar os tiros certos do seu negócio ou do seu produto.

Para isso, Joe Calloway apresenta a única estratégia que você precisa saber para transformar seu tempo em resultados – e levar sua carreira ao topo!

Conheça a estratégia que permitirá a você:

Aprimorar-se de modo constante nos detalhes específicos que criam mais valor para o cliente; Esclarecer as expectativas e construir uma cultura em torno da qualidade do produto/serviço; Oferecer excelência consistente; Identificar as áreas do negócio que se tornaram tão complicadas e, então, como simplificá-las; Descobrir o que de fato motiva seus colaboradores.

Para gerar resultados, crescimento e lucratividade, é preciso demonstrar excelência; você deve ser o melhor no que realmente importa!

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