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By Arthur Gensler, Michael Lindenmayer



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Art's Principles reveals the blueprint behind one of the most successful professional services firms, giving career-minded individuals the tools they need to excel in business. The book covers the essentials of leadership, talent acquisition and operations, while outlining the creative strategies that propelled a small business into one of the largest and most admired in its industry. This guidebook is full of well-tested ideas that are applicable to someone running a small, medium or large professional firm — or running any project where people, profit and customers matter.



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By Arthur Gensler, Michael Lindenmayer Bibliography

- Sales Rank: #107560 in Books
- Published on: 2015-03-01
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .72" w x 5.25" l, .73 pounds
- Binding: Paperback
- 318 pages

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