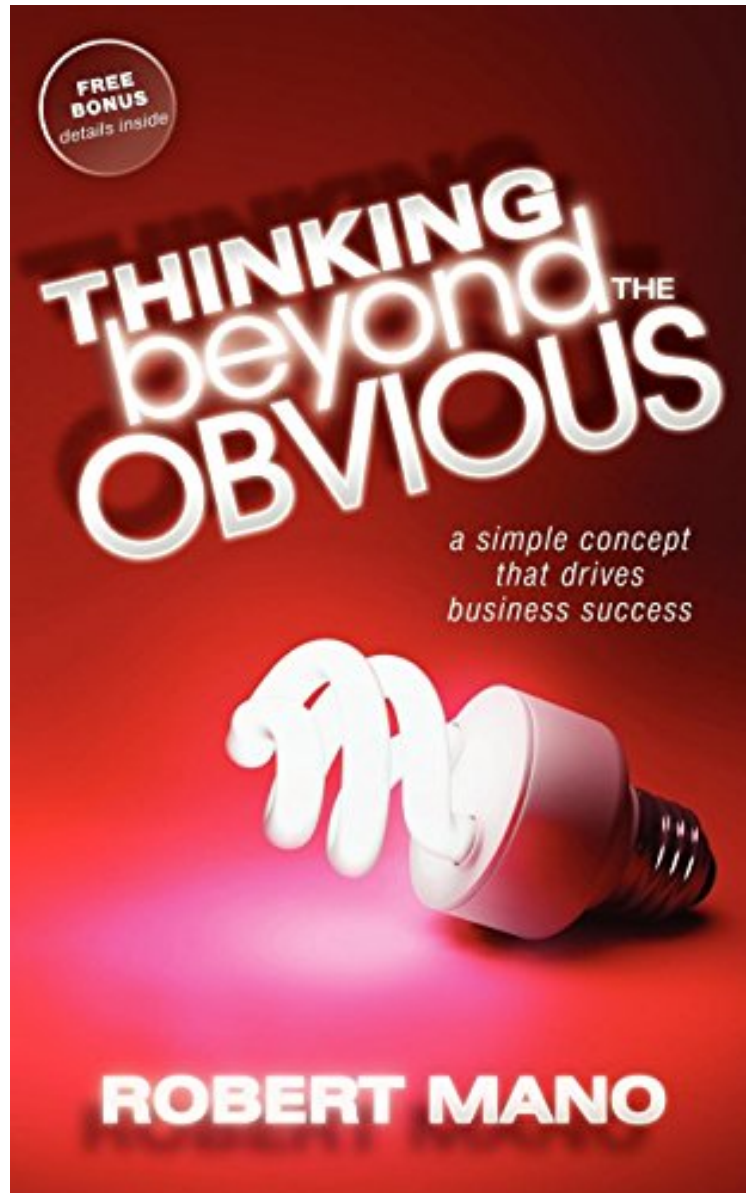


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# Thinking Beyond the Obvious: A Simple Concept that Drives Business Success

Robert Mano

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Business consultant Robert Mano has given many business owners hope. Formally a president of a multi-million dollar company but more importantly a small business owner, he has revitalized businesses with an easily understood concept. Successful businesses use it; most do not realize they are doing it. Once you read, "Thinking Beyond the Obvious," you will immediately grasp the simplicity of the concept and quickly recognize the driving factors of a successful business like never before. You will have an epiphany. Simply said, you will have that, "Wow! Why didn't I think about that?" moment. You will see each business, including your own, through a completely different and savvy pair of eyes. It will be like taking off the blinders. Simple yes. Exciting, absolutely. Thinking Beyond the Obvious will: Differentiate your business from every other business in the marketplace, Position your business for success, Transform your attitude from one of blank to one of "Wow, I can do this," Provide simple, proven ideas that you can immediately use to more effectively and efficiently compete in the marketplace. If you are looking for real world illustrations and practical insights on how to supercharge your business, and you are looking for that million-dollar idea to position your business for success, your search is over.