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Traction: Get a Grip on Your Business

Gino Wickman

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Traction: Get a Grip on Your Business Gino Wickman
Do you have a grip on your business, or does your business have a grip on you?

All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. Based on years of real-world implementation in more than 100 companies, the Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned.

In *Traction*, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying *Traction* every day to run profitable, frustration-free businesses—and you can too.

For an illustrative, real-world lesson on how to apply *Traction* to your business, check out its companion book, *Get A Grip*.

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