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
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Our company has experienced a powerful cultural shift.” DAN ISRAEL PRESIDENT, ASPHALT SPECIALISTS, INC. “This book will change your and your employees’ lives. This book is for startups of all kinds: consumer or enterprise-focused, from ecommerce to apps and everything in between. How would you rate the accountability throughout your organization on a scale of 1 to 10? Get a grip and gain control with the Entrepreneurial Operating System. Traction is like no other business book because it offers real, practical, easy-to-understand systems to run a business. Don’t let common problems and frustrations run you and your business. They execute well, and they know how to bring focus, accountability, and discipline to their organization. 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. For an illustrative, real-world lesson on how to apply Traction to your business, it’s how consistently you can grow and acquire new customers (or, for a free service, users). That’s called traction, and it makes everything else easier—fund-raising, hiring, and more. In the end, the most successful business leaders are the ones with traction. Traction: A Startup Guide to Getting It’s how consistently you can grow and acquire new customers (or, for a free service, users). Gaining traction requires two disciplines: focus and accountability. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. That’s called traction, and it makes everything else easier—fund-raising, hiring, and more. In Traction, you’ll learn the secrets of strengthening the six key components of your business. The tools are simple and powerful. Traction: Successful business leaders execute well, and they know how to bring focus, accountability, and discipline to their organization. The inability to make a business vision a reality is epidemic.

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