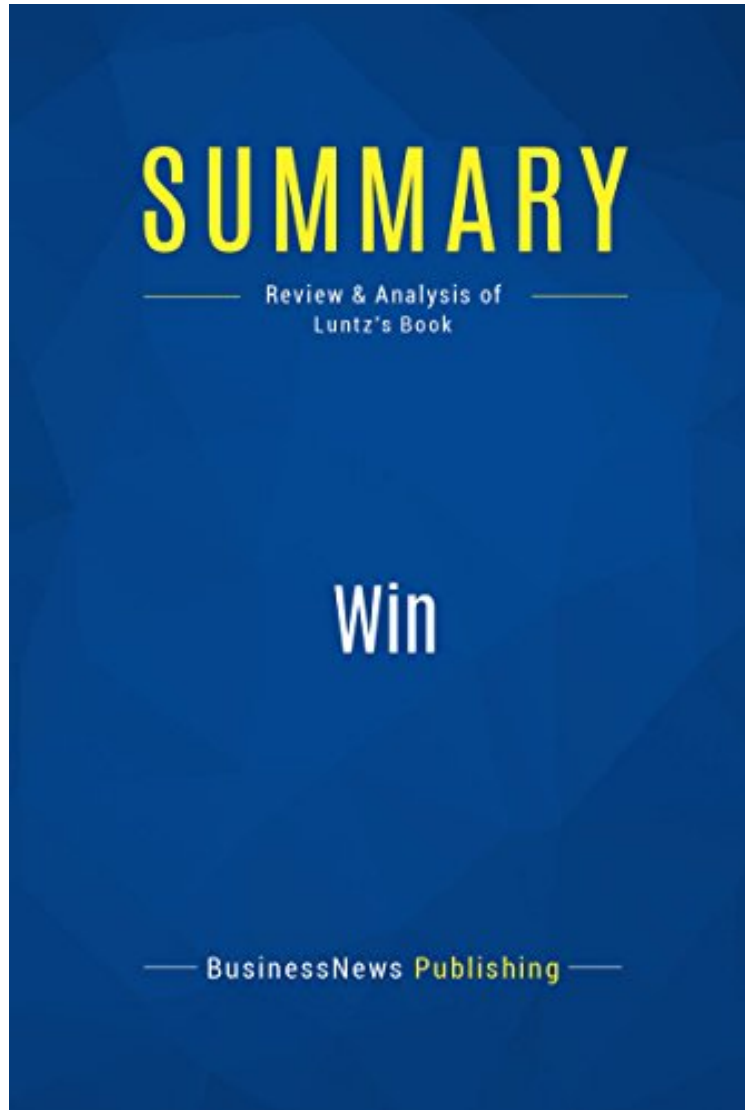


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The must-read summary of Dr. Frank Luntz's book: "Win: The Key Principles to Take Your Business from Ordinary to Extraordinary". This complete summary of the ideas from Dr. Frank Luntz's book "Win" shows the nine principles that make the difference between the people that excel and those that do fine. This summary explains that winners are never satisfied with their status quo but are always trying to move everything they're involved with from the

ordinary to the extraordinary. Added-value of this summary: **• Save time**; **• Understand key concepts**; **• Expand your knowledge** To learn more, read "Win" and find out what it really takes to excel.