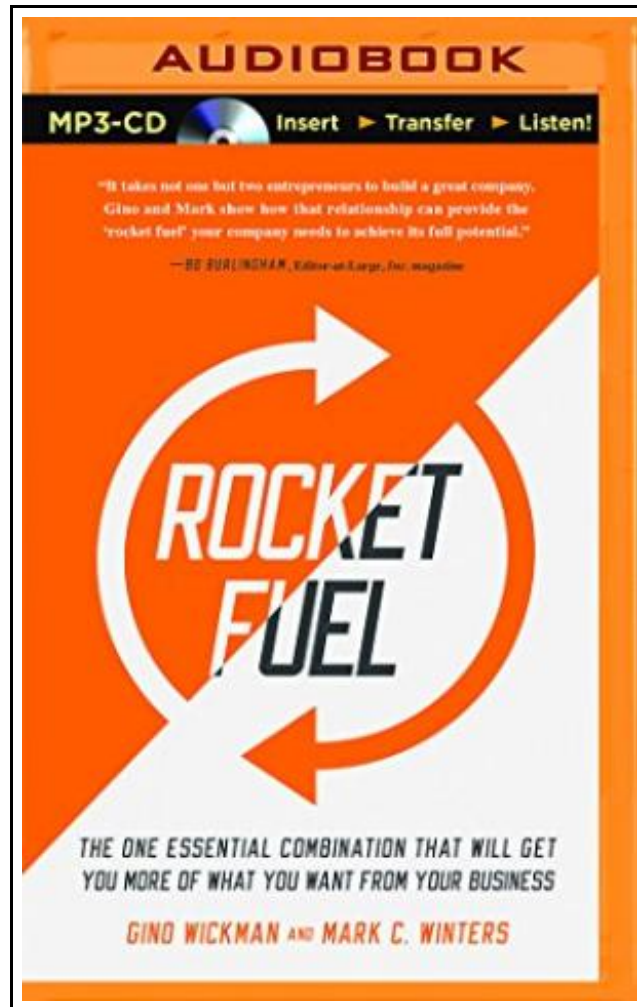


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Audible Studios on Brilliance, United States, 2015. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. You're a Visionary. That's the problem. You've already founded a successful business and have clear ideas for the future of your company. This has worked for you so far, but now business has stalled, and you've become overwhelmed, stuck, and frustrated. You may have a hunch that something or someone is missing and you're right. A great Visionary is only half of the equation for launching a company toward success. A solid partnership is the key to helping your business soar, and you need someone else to play a crucial role in taking your business to its maximum level. Enter the Integrator. This is the Visionary's complement who has a talent for moving ideas forward: keeping varying tasks and schedules aligned, creating focus and accountability, and ensuring cohesion of people and processes. In other words, the Integrator takes a vision and executes it. From the author of the bestselling *Traction*, *Rocket Fuel* details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can thrive, and even offers advice to help Visionary-minded and Integrator-minded individuals find one another. *Rocket Fuel* also offers assessments so you're able to determine whether you're a Visionary or an Integrator so you can recognize your needs and then find the best partner to suit them. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, they have the power to...



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