



Business Beyond Base Camp: A Tale for Business Leaders (Paperback)

By Bernard Johann Putz PH D

iUniverse, United States, 2004. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. Business Beyond Base Camp is a fast-paced business novel that provides useful insights to help CEOs and executives of growing companies, as well as executives of divisions or business units. The author, Dr. Bernard J. Putz, uses an engaging style to present powerful business ideas in a new and appealing format. He describes how executives must address both leadership behavior as well as operating practices to solve their most significant growing pains and take their organization to the next level. Dr. Putz presents these ideas in a fictional story that draws the reader into understanding both the tangible and intangible challenges of managing and growing a business. Business Beyond Base Camp is a must read for every CEO and corporate executive!.



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