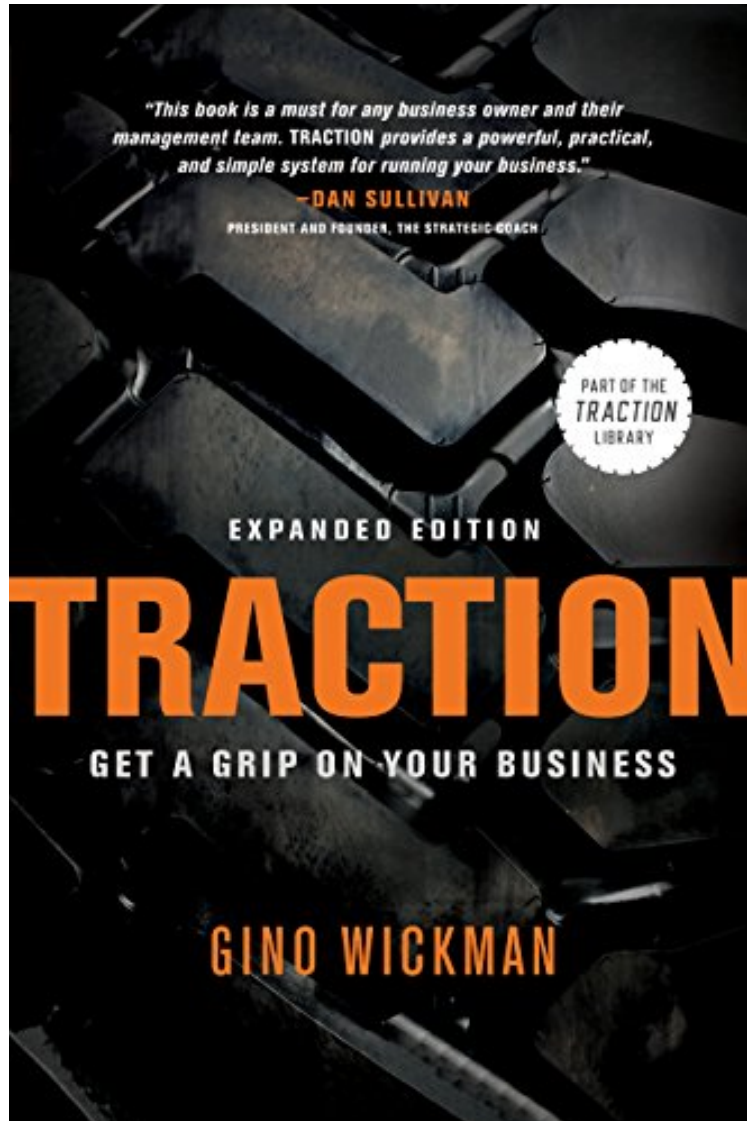


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## Traction: Get a Grip on Your Business

Gino Wickman

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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*.