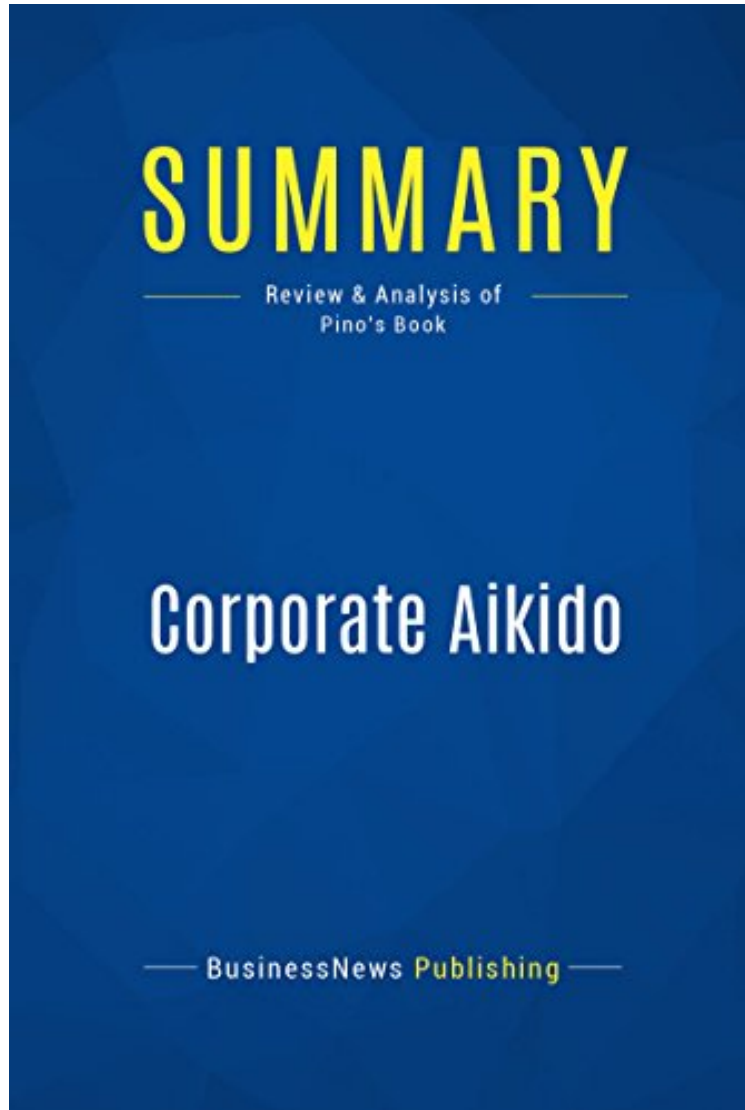


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The must-read summary of Robert Pino's book: "Corporate Aikido: Unleash the Potential Within Your Company to Neutralize Competition and Seize Growth". This complete summary of the ideas from Robert Pino's book "Corporate Aikido" applies the martial art of aikido to business by using resources to build your own corporation's strengths rather

than to respond to the actions of competitors. In his book, the author explains that corporate aikido makes use of these principles to create a powerful vision, build and cultivate the inner strength of the organisation, devise marketing plans that beat competitors and find an effective way to balance resources, positioning and purpose. By reading this summary, you will learn the principles of corporate aikido and how you can apply them to your own business, changing your perceptions of market competition. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your business knowledge** To learn more, read "Corporate Aikido" and discover the most powerful tool for beating the competition.