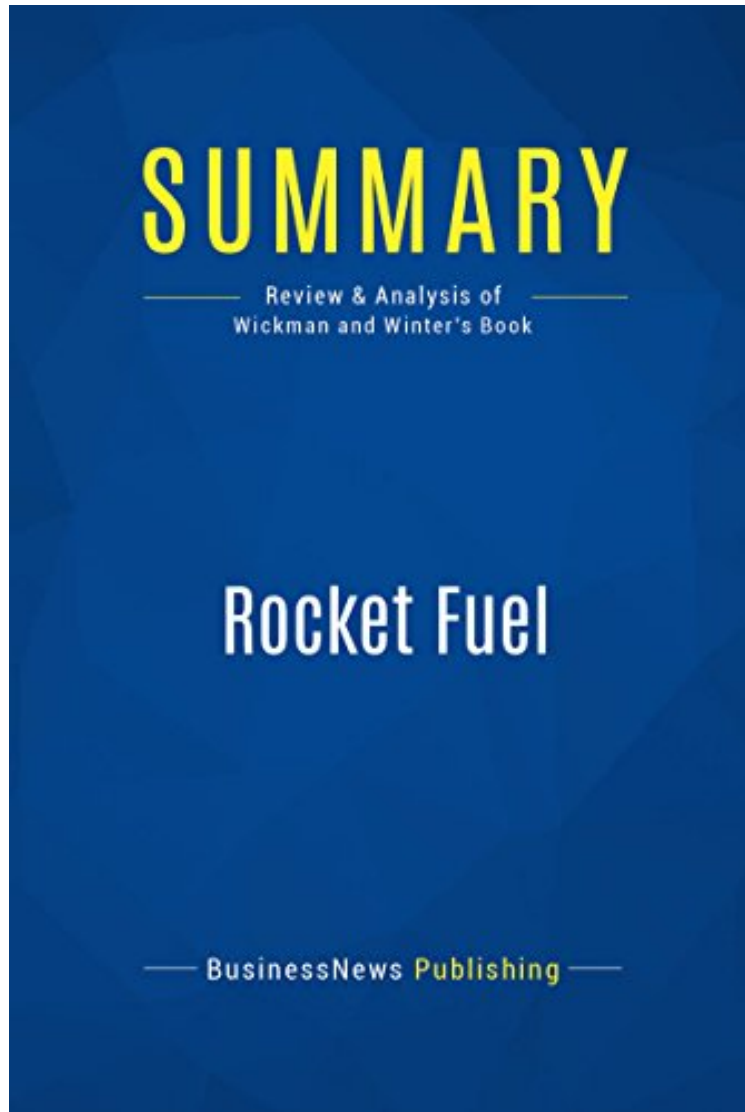


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The must-read summary of Gino Wickman and Mark Winter's book: "Rocket Fuel: The One Essential Combination

That Will Get You More of What You Want from Your Business". This complete summary of the ideas from Gino Wickman and Mark Winter's book "Rocket Fuel" shows that the best way to grow a business is by linking a "Visionary" up with an "Integrator". While visionaries can see the future they are aiming for, integrators know how to get there. Companies can reach their goals faster and more efficiently by following in the footsteps of partnerships such as Walt and Roy Disney, who combined a visionary with an integrator to produce stellar results. The authors explain how you can tell if you are a visionary or an integrator and then how to use this knowledge to excel in your role. Added-value of this summary: bull; Save time bull; Understand the key concepts bull; Increase your business knowledge To learn more, read "Rocket Fuel" and discover how you and your company can excel!