



Relationships Matter: A Practical Business Guide

Dan Doster

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In a book sure to interest mid-career business leaders and those who've only recently gotten started, Strategic Management Consultant Dan Doster shares insights he's gathered during 30 years in Pricing, Marketing, Sales, and Executive Management. Doster reflects and instructs in the principles with which he credits his success as a Manager, COO, CFO and CEO—at firms ranging from \$10 Million to \$6 Billion in revenue. His is a career built on and still characterized by strong relationships: in business, at home, and everywhere he travels. Doster explores such topics as: • The definition and nature of work • Why Relationships Matter at every point on the corporate ladder • A six-point framework for growing any business • The importance of alignment across an organization Along the way, Dan recounts the relationships and roles that have mattered most, and how they've applied in business and in life.

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