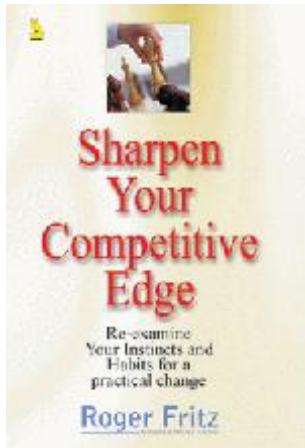




## Sharpen Your Competitive Edge



**Author:** Roger Fritz - Management Guru

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Competitiveness is not an end game. It is a never-ending process of defining expectation, achieving it and rewarding it. A healthy competition is must for the self-development of an individual or an organisation and without competition, one cannot grow and improve one's skills. In fact, without competition, there will be no charm in life.

I have known Roger since 1990 when we first published one of his books, Think Like a Manager. Since then we have sold over 70,000 copies. In reading Roger's newest work, Sharpen Your Competitive Edge, I came across what I call a typical Rogerism: The challenge for those who want to be competitors is to be honest with themselves. My advice is don't read this book unless you can follow this rule. Roger doesn't pull any punches. He lays out a simple, straight-forward path for success. If you follow his direction you can achieve your goals. Gary Weinberg, Chief Operating Officer, National Seminars Group/Padgett Thompson Seminars.

### About the Author:

DR. ROGER FRITZ is considered one of the country's foremost authorities on Performance Based Management and change requirements for individuals. Organizations from Fortune 500 companies to family-owned businesses have used his advice. Dr. Fritz has served over 350 clients and takes out ample time from his busy schedule, each month for keynote, workshop and seminar presentations. His features in monthly magazines and weekly columns in business newspapers reach millions of readers. He has written more than 40 books in 32 languages. They include several best sellers, book-of-the-month selections and award winners. He is the Founder (1972) and President of the Organization Development Consultants in Naperville, IL.

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