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American Manufacturing 2.0: What Went Wrong and How to Make It Right

Steven L. Blue

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Written by a working CEO who increased earnings in some of the companies he led by 400 percent, this book provides a real-world prescription for prosperity and growth for any company, in any industry.

• Presents readers with specific, actionable, and experience-based advice on how to propel a company into a global powerhouse

• Teaches the importance of the human factor and how to harness it for peak performance

• Reveals the secrets to building a high performance culture by design?not by default

• Uses tried-and-true examples from the author's real-world experience in generating turnaround and growth successes

• Offers advice on customer service, including how not to lose customers while "explosive growth" occurs

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