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The Road to Your Best Stuff

Mike Williams

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Do you want to distinguish yourself personally and professionally but are unsure how to go about making it happen? Let Mike Williams show you how to use the powerful techniques he has developed during a remarkable marketing and management consulting career spanning over 25 years. Discover how many of the same principles that work for renowned athletes, actors, musicians, fashion designers and celebrity chefs can make a difference for others pursuing those careers, as well as budding carpenters, truck drivers, photographers, cosmetologists, and virtually any other professional. Mike's process takes you through personal and professional preparation, and into a process of moving forward that includes organizational and promotional techniques. To assist you as you map out the route that suits you best, he provides strategically placed Answers and Actions Needed sections. And he clues you into dozens of great resources--books, magazines and Web sites--to keep you headed in the right direction for years to come.