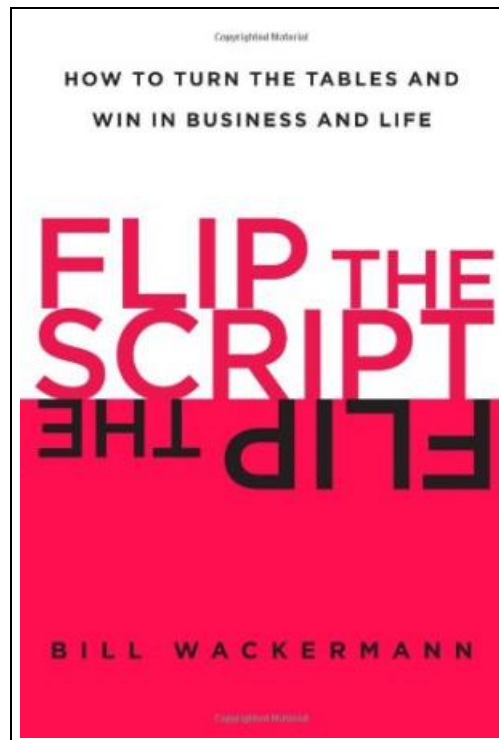


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FLIP THE SCRIPT: HOW TO TURN THE TABLES AND WIN IN BUSINESS AND LIFE (HARDBACK)



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Free Press, United Kingdom, 2012. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. Have you ever felt stuck in your career or in your personal life? Do you want to write new and exciting chapters to the story of your life? You just have to learn to flip the script. Few executives in media today are as well respected for their ability to turn a business or situation around as Bill Wackermann. As a leading executive in the publishing industry he is esteemed for his powerful combination of business ingenuity and innovative branding. The New York Times has heralded his work, stating, Mr. Wackermann is becoming known for the offbeat campaigns he creates, and Fashion Week Daily called him Times Square s turnaround artist. His simple approach to this kind of transformation transcends the publishing industry, impacting the worlds of entertainment, fashion, and art. Here, in his hip lifestyle guide, he shows how to turn negative situations around and how to create new opportunities for business and personal growth. Through helpful tips and engaging stories, Wackermann empowers readers to embrace self-knowledge and be confident of their individual talents. With great energy and enthusiasm, he presents a clear and clever program for how people can turn their lives around, essentially discovering how to flip the script by identifying prospects where none existed and rewriting their personal stories for the better. He encourages readers to think of ways to turn every problem or situation around to their benefit. Packed with advice such as how to watch for potential openings that might be right in front of you or how to embrace a mantra of personal responsibility, his book draws on eye-opening stories from his life and the lives of friends and colleagues to show how readers...



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