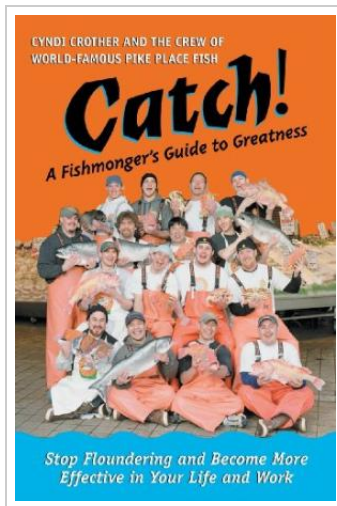




## Catch!: A Fishmonger's Guide to Greatness

By Cyndi Crother

Berrett-Koehler. Paperback. Book Condition: new. BRAND NEW, Catch!: A Fishmonger's Guide to Greatness, Cyndi Crother, With the publication of the mega-seller Fish!, the Pike Place Fish Market became famous both for its fascinating work culture and as a striking model for personal and business success. Catch! continues where Fish! left off, taking readers behind the scenes at the market for more life lessons. Written by the fishmongers themselves, the book offers some profound insights into creating powerful life experiences, with examples of how those insights look in action, in the fishmongers' lives. Catch! covers a wide range of concerns - the difference between "being" and "doing," dovetailing the crew's and management's financial and humanitarian goals, sharing the power of language and personal thoughts and opinions, coaching and acknowledgment, and facing - and overcoming - breakdowns. The principles and stories from mongers like Jeremy, who overcame a brain tumor, show readers how to go from the ordinary to the extraordinary in all areas of their lives.



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