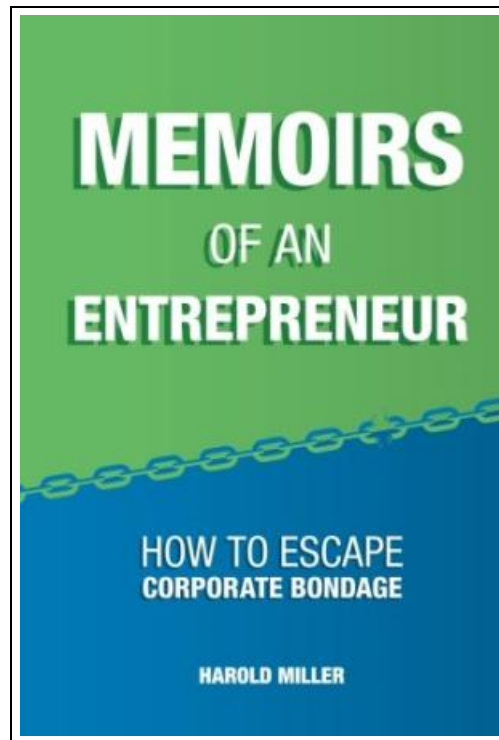


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Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Today s corporate world is largely devoid of loyalty between employer and employee. In my generation it was not uncommon to join a company right out of school and retire from that company. We were advised that if you worked hard, applied yourself, and excelled in your job you would be rewarded with pay raises, promotions, and a retirement program for your golden years . All of this is gone with the wind - of corporate greed, merger mania, and simple business survival. In these tumultuous and fast changing times fueled by the computer age - compensation, benefits and retirement programs are as dependable as the current financial health and integrity of the owners. When the privately owned air conditioning manufacturer that I worked for was sold to a giant conglomerate, my future was placed in the hands of people who didn t even know where we were on the map. They had not the slightest understanding of our business nor did they appreciate the dedicated workers who built the business. Commitments made by the previous owner were soon broken and compensation programs - tied to the growth of the business - evaporated. It soon became painfully clear to me that the only person in that organization who was interested in my future - was me! So what to do about it? Going to work for another company was an alternative (several of our competitors had solicited me) but there was no guarantee the same thing would not happen again. A better alternative would be to form my own business and be free of corporate bondage for good. As sales manager I certainly knew how to sell their...

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