



Know Your Next Move: A Parable on The 7 Core Disciplines of Business

Ruben A. Estrada

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“You Don’t Know What You Don’t Know, Ruben.” Four years ago, Ruben Estrada was on the verge of losing it all. The company he had poured his life into teetered on the brink of collapse, and his family suffered in his absence while he fought to save their livelihood. What went wrong? Four years of steady growth, and now it’s unraveling? After praying the last-minute flight to save his biggest customer would be worth the upset it had caused in his home, Ruben opened his eyes and noticed the man sitting next to him. The mysterious stranger kindly introduced himself as Coach, and within minutes, Ruben knew that he was not on that flight to save his last big account – he was on that flight to meet the man who would show him how to turn his business around and give him the ability to save his life...in more ways than either of them could have imagined that day. Know Your Next Move is Ruben’s raw account of his first few mind-blowing meetings with Coach – where he learned The 7 Core Disciplines of Business that would eventually help him identify his next move, turn the business around and grow it into a multi-million dollar enterprise, and be ready when the ultimate test of his learning arrived. What he didn’t know almost cost Ruben his life. What he learned gave him the opportunity to save it. And now, he wants to share it with you. Do you know your next move?

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Floyd Lipp:

Playing with family within a park, coming to see the marine world or hanging out with close friends is thing that usually you have done when you have spare time, then why you don't try matter that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love Know Your Next Move: A Parable on The 7 Core Disciplines of Business, you may enjoy both. It is excellent combination right, you still desire to miss it? What kind of hangout type is it? Oh seriously its mind hangout folks. What? Still don't have it, oh come on its referred to as reading friends.

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