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Synopsis Books:

Attracting Perfect Customers leads readers through a transformation as they learn that it is no longer productive or profitable to conduct business using warlike marketing techniques such as "targeting" customers and "outmaneuvering" the competition. In fact, these techniques seem both outdated and labor-intensive when compared to the Strategic Synchronicity process, which requires just five minutes of planning each day. Strategic Synchronicity is based on nine principles that are not new but are often neglected in today's business world. Among them are the ideas that businesses don't need to search for customers if they are "on purpose"; that collaboration, not competition, is required; and that businesses create their own "clients from hell".

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