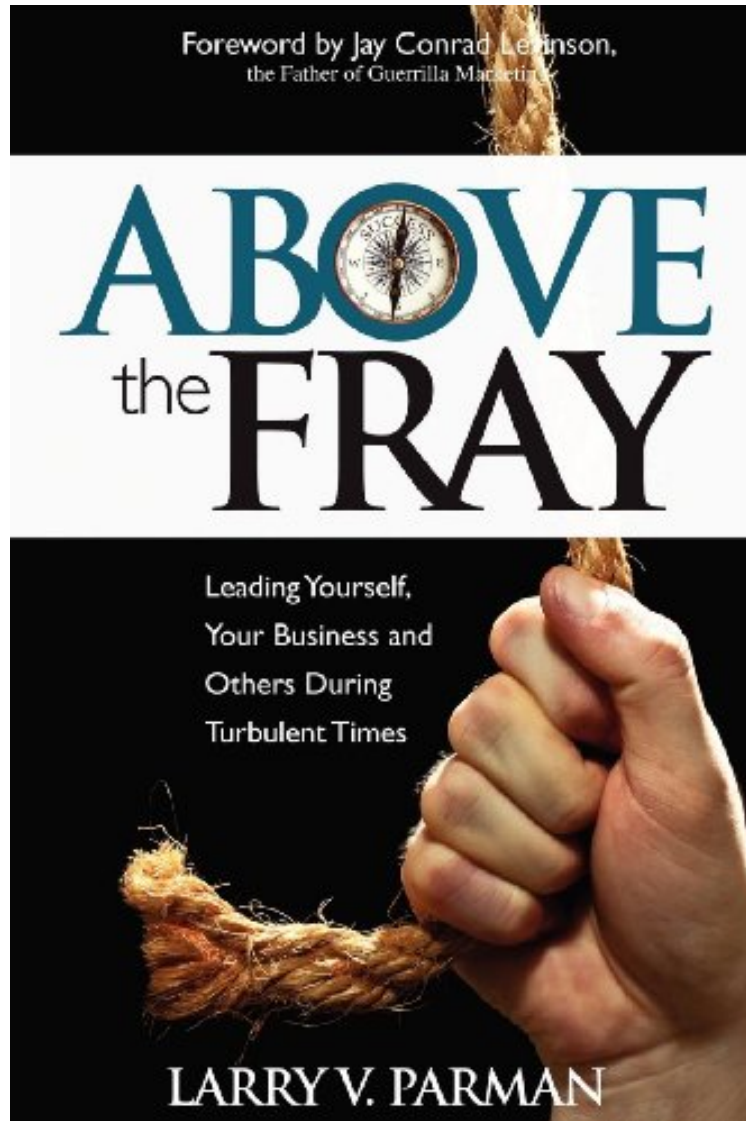


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Above the Fray: Leading Yourself, Your Business and Others During Turbulent Times

Larry Parman

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The premise of "Above the Fray" is that the Information Age is creating a turbulence most business owners fail to

acknowledge or take steps to profitably manage. "Above the Fray" offers a method of creating a vision that produces clarity. It teaches how to create plans with a bias toward action and speed of implementation. It suggests a systems approach to hiring the right team members who can handle today's fast-paced environment. Readers will discover how to create a management methodology that ensures alignment and commitment to their vision. Revealed are marketing systems and strategies that set their companies apart from competition along with metrics that measure real-time performance. Collectively, these concepts create more effective business leaders, all better prepared to thrive in today's turbulent business world.

ldquo;hellip; In ""Above The Fray"", Larry Parman comprehensively guides you step-by-step through the process of building your company from the inside-outhellip;Whether just beginning or highly experienced, smart and savvy business leaders should carefully study and act upon this book today.rdquo; -- Lee Milteer, Best-Selling Author; International Performance and Productivity Coach; Award-Winning Professional Speaker; TV Personality. www.leemilteer.comldquo;Lifersquo;s journey seems to always be the best teacher. Larry Parman's crafty use of real-life experiences creates a refreshing approach to management and leadership with ""Above the Fray"". Great lessons for newcomers and veterans of business.rdquo; -- Mark Walker, Former President CEO, United Way Silicon Valleyldquo;Larry Parman has written a book designed with the business owner in mind. . .The wisdom contained in this book is priceless.rdquo; -- Michael Bonfrisco, Esq., The Bonfrisco Law Firm, LLC.