



Traction: Get a Grip on Your Business

By Gino Wickman

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Traction: Get a Grip on Your Business By Gino Wickman

Do you have a grip on your business, or does your business have a grip on you?

All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 2,000 companies have discovered what EOS can do.

In *Traction*, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying *Traction* every day to run profitable, frustration-free businesses—and you can too.

For an illustrative, real-world lesson on how to apply *Traction* to your business, check out its companion book, *Get A Grip*.

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Editorial Review

Review

"Since implementing the entrepreneurial operating system outlined in [*Traction*], my company has been more productive than ever. . . . The book brings proven business best practices from the top thought leaders in business into one hands-on manual that you can apply today."

—**Dan Moshe, founder and CEO of Tech Guru, for *The Business Journals*** “**The most important business books ever written**”

"Implementing [*Traction*’s] structured approach at Avondale has had a tremendous impact on our leadership's productivity and has improved operations throughout the organization."

—**Karl Stark and Bill Stewart, cofounders, Avondale**

“The concepts and tools that have been masterfully captured in the pages of this book have provided some of the magic that has helped us grow our business 300 percent over the last five years. Don’t miss it!”

—**Craig Erlich, CEO, pulse220**

“The concepts in this book have changed my life! I’m now able to let go of the day to day, knowing I have developed a team that can efficiently handle the details. We have consistently grown every year for the last four years in a very tough market, while the competition has struggled.”

—**Ronald A. Blank, President, The Franklin Companies**

“Having coached and trained over 13,000 entrepreneurs, I know the challenges they face. This book is a must for any business owner and their management team. *Traction* provides a powerful, practical, and simple system for running your business.”

—**Dan Sullivan, President and Founder, The Strategic Coach**

“With the *Traction* tools in place, we now have faster growth, increased profitability and great people that we enjoy working with. Our growth rate has averaged over 20 percent per year. These results put us in a position to sell our company to a public company for above-normal multiples and reacquire the company after just a year and a half.”

—**Rob Dube, President, Image One**

“The *Traction* principles have helped me build a solid leadership team, crystallize our plan, and create the discipline to take the organization to the next level.”

—**Sam Simon, President & CEO, Atlas Oil Company**

“*Traction* is far and away the most potent and useful approach I’ve ever seen for running a successful company. The content is bulletproof! You have to read this book.”

—**Vince Poscente, Bestselling author of *The Age of Speed***

“The concepts in this book have revolutionized our enterprise. We are highly profitable, adroit, flexible, and have a results-oriented culture. Working with Gino’s tools has made a meaningful difference in who we are today.”

—**Albert M. Berriz, CEO, McKinley**

“The tools are sensible, effective, and a must for any organization, entrepreneur, or leader. I personally use them within my national real estate valuation company and this year we grew 150 percent, after being in business for more than 14 years.”

—**Darton Case, President, The Entrepreneurs’ Organization**

“The concepts in *Traction* saved our company from mediocrity and propelled us to excellence. They have provided us with the tools to deal with any situation that might arise and better yet, to head off some situations at the pass. We now have all the right people in the right seats doing the right jobs.

—**Rob Tamblyn, President, The Benefits Company**

“By applying the *Traction* disciplines we have been able to grow revenue by 50 percent over the last three years and profit exponentially more.”

—**Robert Schechter, C.L.U., Ch.F.C., Chairman, Schechter Wealth Strategies**

“*Traction* is a must-read. What you will learn are the same tools that have enabled me to grow my business 100 percent over the last three years while staying balanced and having fun. This book will change your life.”

—**Bernie Ronnisch, President, Ronnisch Construction Group**

About the Author

Gino Wickman’s passion is helping people get what they want from their businesses. To fulfill that passion, Wickman created the Entrepreneurial Operating System (EOS)®, a holistic system that, when implemented in an organization, helps leaders run better businesses, get better control, have better life balance, and gain more traction; with the entire organization advancing together as a healthy, functional and cohesive team. Wickman spends most of his time as an EOS Implementer, working hands-on with the leadership teams of entrepreneurial companies to help them fully implement EOS in their organizations. He is the founder of EOS Worldwide, a growing organization of successful entrepreneurs from a variety of business backgrounds collaborating as certified EOS Implementers to help people throughout the world to experience all the organizational and personal benefits of implementing EOS. He also delivers workshops and keynote addresses.

Users Review

From reader reviews:

Sam Holmes:

Book is written, printed, or created for everything. You can know everything you want by a e-book. Book has a different type. As we know that book is important point to bring us around the world. Alongside that you can your reading talent was fluently. A publication *Traction: Get a Grip on Your Business* will make you to end up being smarter. You can feel far more confidence if you can know about every thing. But some of you think that open or reading a new book make you bored. It isn't make you fun. Why they could be thought like that? Have you in search of best book or appropriate book with you?

Charles Hager:

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inside the book that improve your knowledge and information. The details you get based on what kind of guide you read, if you want drive more knowledge just go with knowledge books but if you want really feel happy read one using theme for entertaining for instance comic or novel. Often the Traction: Get a Grip on Your Business is kind of reserve which is giving the reader unstable experience.

Bridget Chacon:

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Katherine Velasquez:

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