

How To  
**BEAT THE COMPETITION**

# "C" LEADERSHIP

A New Way to Beat the  
Competition and Manage  
Organization Stakeholders

**JAMES D. SPINA** and **LORI J. SPINA**

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In the past Jim and Lori have been asked, "Why don't you write a book? This is good stuff!" They decided that the time was right to do so.

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