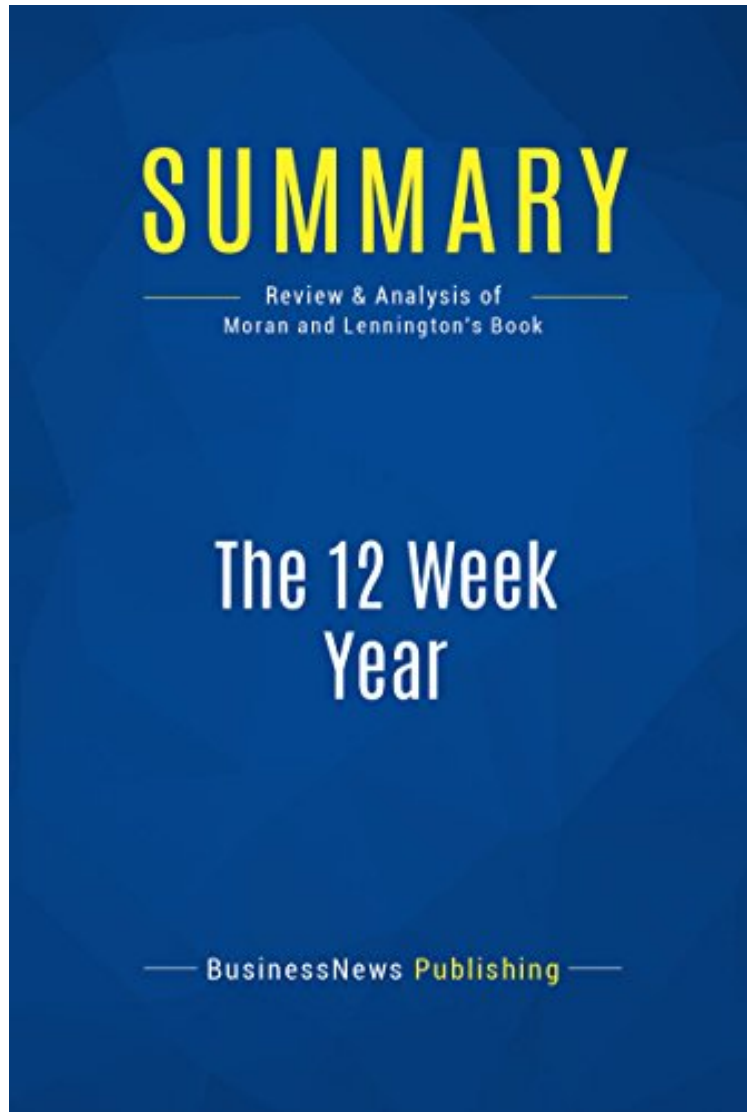


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The must-read summary of Brian P. Moran and Michael Lennungton's book: "The 12 Week Year: Get

More Done in 12 weeks than Others Do in 12 Monthsrdquo;. This complete summary of the ideas in Brian P. Moranrsquo;s and Michael Lennungtonrsquo;s book ldquo;The 12 Week Yearrdquo; explains that for many companies, December is the best sales month of the year as everyone focuses on the ldquo;year-end-pushrdquo; towards annual targets. This summary highlights the importance of periodisation ndash; changing your time frame so you make sure every week counts. And it explains how you can achieve in a 12-week period as much as you previously achieved over an entire year. Added- value of this summary:bull;nbsp;Save time bull; Understand the key concepts bull;nbsp;Develop your business knowledge To learn more, read the summary of ldquo; The 12 Week Yearrdquo; and boost your productivity.