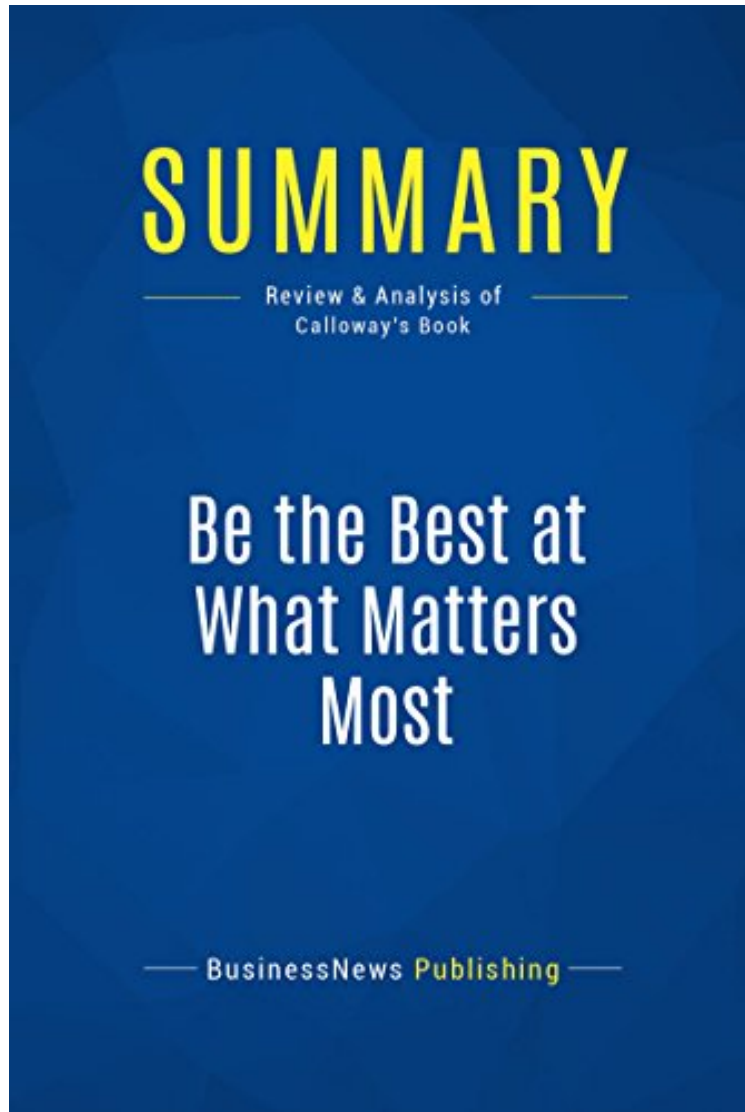


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that you can consistently deliver what customers value the most if your business wins on the basics. Therefore, to develop a successful business it is important to focus on what matters the most to your customers and keep coming up with better ways to deliver precisely that. This summary will teach you how to keep constantly improving and innovating in order to keep up with competitors. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Be the Best at What Matters Most" and rise to the top by perfecting the basics.