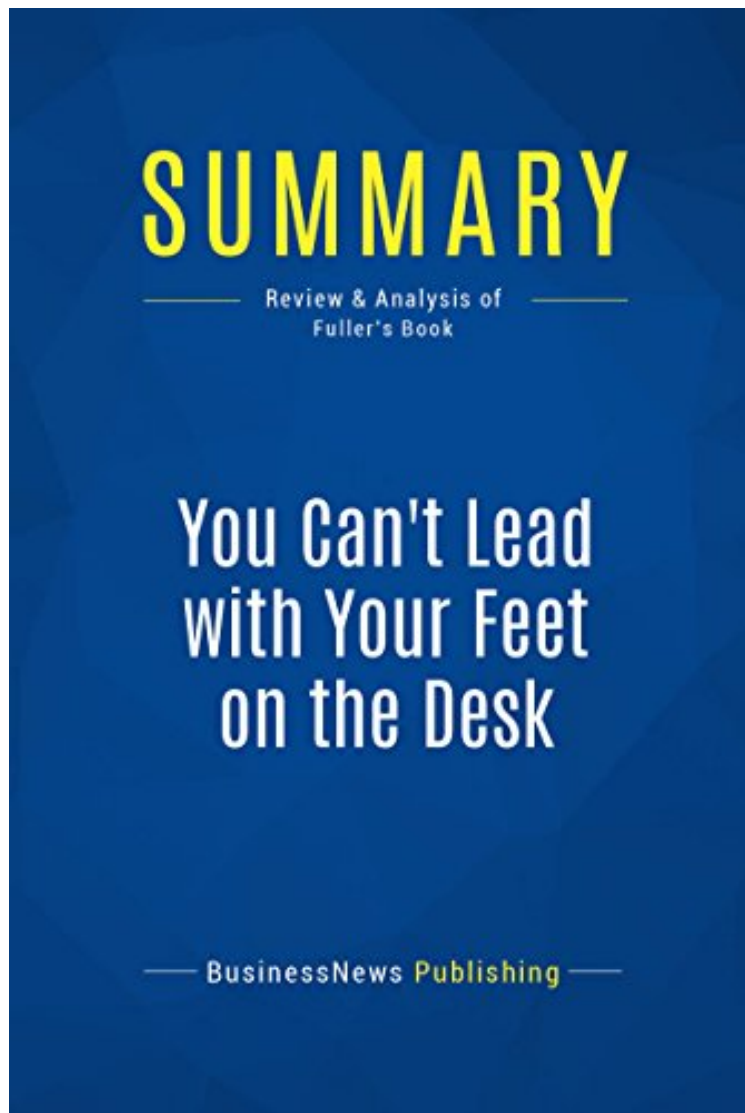


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The must-read summary of Ed Fuller's book: "You Can't Lead with Your Feet on the Desk: Building Relationships, Breaking Down Barriers, and Delivering Profits". This complete summary of the ideas from Ed Fuller's book "You Can't Lead with Your Feet on the Desk" shows how the key to excelling in today's world of borderless commerce still lies in building relationships - and you cannot do this from behind your desk. You've got to get out and experience different cultures and customers for yourself. In his book, the author explains how it is only by doing this that you can appreciate the interests and needs of your customers in sufficient depth to serve them efficiently. This summary presents seven key principles that everyone can use to leave their desk and get out into the marketplace. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

 To learn more, read "You Can't Lead with Your Feet on the Desk" and discover the key to truly understanding what your customers want.