

thank you card for business

Thank You Card for Business: A Guide to Showing Appreciation

Introduction:

Expressing gratitude is crucial for fostering strong business relationships.

A simple "thank you" can go a long way in solidifying client loyalty, strengthening partnerships, and ultimately boosting your bottom line. This comprehensive guide explores the art of crafting effective thank you cards for various business scenarios, from thanking clients for their patronage to acknowledging employee contributions. We'll cover everything from choosing the right card to writing compelling messages that resonate and leave a lasting positive impression. Learn how to leverage the power of a thank you card to elevate your business and build lasting connections.

Article Outline:

I. The Importance of Business Thank You Cards:

- a. Building strong client relationships.
- b. Enhancing brand reputation.
- c. Fostering employee loyalty.
- d. Showcasing professionalism.

II. Choosing the Right Thank You Card:

- a. Selecting appropriate design and style.
- b. Considering your brand identity.
- c. Choosing the right paper stock and printing quality.

III. Crafting the Perfect Thank You Message:

- a. Addressing the recipient appropriately.
- b. Expressing sincere appreciation.
- c. Mentioning specific details (e.g., project, meeting).
- d. Including a call to action (if appropriate).
- e. Maintaining a professional tone.

IV. Different Scenarios for Business Thank You Cards:

- a. Thanking clients for their business.
- b. Acknowledging referrals from clients or partners.
- c. Expressing gratitude to employees for their hard work.
- d. Thanking speakers or presenters.
- e. Thanking interviewers after a job interview.

V. When to Send a Thank You Card:

- a. Timeliness is key.
- b. Sending cards promptly after a significant event.

Explanatory Sentences:

I. The Importance of Business Thank You Cards:

Building strong client relationships through personalized appreciation is vital for long-term success.

A heartfelt thank you shows clients you value their business and fosters a sense of loyalty, leading to repeat business and positive word-of-mouth referrals.

Enhancing your brand reputation with thoughtful gestures creates a positive perception in the marketplace.

Consistent and genuine expressions of gratitude build a strong brand image, portraying professionalism and care for your customers.

Fostering employee loyalty by acknowledging their contributions boosts morale and productivity.

Recognizing employee efforts through personalized thank you cards demonstrates appreciation, fostering a positive work environment and reducing staff turnover.

Showcasing professionalism through meticulously crafted thank you notes elevates your business image.

A well-written and presented thank you card demonstrates attention to detail and a commitment to building strong professional relationships.

II. Choosing the Right Thank You Card:

Selecting an appropriate design and style reflects your brand's personality and the occasion.

Consider the recipient and the context when selecting a design – a formal design for a client and a more casual one for a colleague.

Considering your brand identity when choosing a thank you card reinforces brand consistency.

Maintain a consistent visual identity by using your logo, colors, and fonts, creating brand recognition and reinforcement.

Choosing high-quality paper stock and printing enhances the overall impression.

A high-quality card demonstrates professionalism and respect for the recipient.

III. Crafting the Perfect Thank You Message:

Addressing the recipient appropriately using their formal name shows respect and attention to detail.

Always use the correct title and last name unless otherwise specified.

Expressing sincere appreciation conveys genuine gratitude, making a greater impact than generic phrases.

Avoid clichés and instead mention specific aspects of the interaction you wish to thank them for.

Mentioning specific details from a recent meeting or project shows you pay close attention to your interactions.

This demonstrates genuine appreciation and strengthens the connection.

Including a call to action, where appropriate, encourages further engagement and strengthens the relationship.

This could be inviting them to a future event, suggesting a follow-up meeting, or simply reiterating your commitment to their needs.

Maintaining a professional tone while being genuine ensures the message is both impactful and appropriate.

Avoid informal language or inside jokes unless you know the recipient well.

IV. Different Scenarios for Business Thank You Cards:

Thanking clients for their business is a powerful way to cultivate ongoing loyalty and encourage future purchases.

Highlight the value of their patronage and express anticipation for continued collaboration.

Acknowledging referrals from clients or partners demonstrates gratitude and reinforces these valuable partnerships.

Specifically mention the referred client and the positive impact of the referral.

Expressing gratitude to employees for their hard work fosters a supportive and motivating work environment.

Highlight specific achievements and contributions, making the acknowledgment personal and meaningful.

Thanking speakers or presenters after an event shows professionalism and respect for their contribution.

Mention specific aspects of their presentation that you appreciated.

Thanking interviewers after a job interview is a crucial step in the application process, demonstrating professionalism and interest.

Reaffirm your interest in the position and thank them for their time.

V. When to Send a Thank You Card:

Timeliness is key in showing genuine appreciation; delaying the card diminishes its impact.

Aim to send the card within 24-48 hours of the event.

Conclusion:

In today's fast-paced business world, a handwritten thank you card stands out as a powerful and personal gesture. It's a simple yet highly effective strategy for building strong client relationships, fostering employee loyalty, and enhancing your brand reputation. By following the guidelines outlined in this guide, you can craft thank you cards that resonate with recipients and leave a lasting positive impression, ultimately contributing to your business's success.

Frequently Asked Questions (FAQs):

Q: What type of paper should I use for my business thank you cards?

A: Opt for high-quality card stock, such as linen or textured paper, to convey professionalism.

Q: How long should my thank you message be?

A: Aim for a concise and heartfelt message, typically a few short paragraphs.

Q: Should I handwrite or print my thank you cards?

A: Handwritten cards convey a more personal touch, while printed cards allow for larger quantities and consistent branding.

Q: What if I don't have the recipient's address?

A: Try searching for their contact information online or reaching out to their company for assistance.

Q: Is it necessary to send thank you cards in the digital age?

A: While email is convenient, a handwritten thank you card remains a unique and memorable gesture that stands out from digital communications.

Related Keywords:

Business thank you notes, professional thank you cards, client appreciation, employee recognition, thank you card wording, corporate thank you cards, thank you card etiquette, expressing gratitude in business, building business relationships, improving customer loyalty.

thank you card for business: [Ask a Manager](#) Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they

simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party

Praise for *Ask a Manager* “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green's *Ask a Manager* column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “*Ask a Manager* is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

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thank you card for business: *101 Ways to Say Thank You* Kelly Browne, 2022-03-29 Express your gratitude in writing for any occasion with this updated guide to saying thank you! Writing a thank you note isn't just about good manners. Whether written in ink form on formal stationery or delivered digitally, a well-crafted thank you note makes the recipient feel appreciated—a sensation that makes you both feel good! This practice can improve your personal, social, and business relationships, leading to success and well-being in all aspects of your life. In *101 Ways to Say Thank You*, etiquette expert Kelly Browne shows you how to express gratitude eloquently and sincerely in every situation, using both traditional and up-to-the-minute digital methods, in an easy-to-follow, engaging, and down-to-earth way. Never be at a loss for words again!

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point their Ph.D. toward other, non-academic options. Karen Kelsky has made it her mission to help readers join the select few who get the most out of their Ph.D. As a former tenured professor and department head who oversaw numerous academic job searches, she knows from experience exactly what gets an academic applicant a job. And as the creator of the popular and widely respected advice site The Professor is In, she has helped countless Ph.D.'s turn themselves into stronger applicants and land their dream careers. Now, for the first time ever, Karen has poured all her best advice into a single handy guide that addresses the most important issues facing any Ph.D., including: -When, where, and what to publish -Writing a foolproof grant application -Cultivating references and crafting the perfect CV -Acing the job talk and campus interview -Avoiding the adjunct trap -Making the leap to nonacademic work, when the time is right The Professor Is In addresses all of these issues, and many more.

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thank you card for business: The Thank You Economy (Enhanced Edition) Gary Vaynerchuk, 2011-03-08 If this were 1923, this book would have been called Why Radio Is Going to Change the Game . . . If it were 1995, it would be Why Amazon Is Going to Take Over the Retailing World . . . The Thank You Economy is about something big, something greater than any single revolutionary platform. It isn't some abstract concept or wacky business strategy—it's real, and every one of us is doing business in it every day, whether we choose to recognize it or not. It's the way we communicate, the way we buy and sell, the way businesses and consumers interact online and offline. The Internet, where the Thank You Economy was born, has given consumers back their voice, and the tremendous power of their opinions via social media means that companies and brands have to compete on a whole different level than they used to. Gone are the days when a blizzard of marketing dollars could be used to overwhelm the airwaves, shut out the competition, and grab customer awareness. Now customers' demands for authenticity, originality, creativity, honesty, and good intent have made it necessary for companies and brands to revert to a level of customer service rarely seen since our great-grandparents' day, when business owners often knew their customers personally, and gave them individual attention. Here renowned entrepreneur Gary Vaynerchuk reveals how companies big and small can scale that kind of personal, one-on-one attention to their entire customer base, no matter how large, using the same social media platforms that carry consumer word of mouth. The Thank You Economy offers compelling, data-driven

evidence that we have entered into an entirely new business era, one in which the companies that see the biggest returns won't be the ones that can throw the most money at an advertising campaign, but will be those that can prove they care about their customers more than anyone else. The businesses and brands that harness the word-of-mouth power from social media, those that can shift their culture to be more customer-aware and fan-friendly, will pull away from the pack and profit in today's markets. Filled with Vaynerchuk's irrepressible candor and wit, as well as real-world examples of companies that are profiting by putting Thank You Economy principles into practice, *The Thank You Economy* reveals how businesses can harness all the changes and challenges inherent in social media and turn them into tremendous opportunities for profit and growth.

thank you card for business: 365 Thank Yous John Kralik, 2010-12-28 One recent December, at age 53, John Kralik found his life at a terrible, frightening low: his small law firm was failing; he was struggling through a painful second divorce; he had grown distant from his two older children and was afraid he might lose contact with his young daughter; he was living in a tiny apartment where he froze in the winter and baked in the summer; he was 40 pounds overweight; his girlfriend had just broken up with him; and overall, his dearest life dreams--including hopes of upholding idealistic legal principles and of becoming a judge--seemed to have slipped beyond his reach. Then, during a desperate walk in the hills on New Year's Day, John was struck by the belief that his life might become at least tolerable if, instead of focusing on what he didn't have, he could find some way to be grateful for what he had. Inspired by a beautiful, simple note his ex-girlfriend had sent to thank him for his Christmas gift, John imagined that he might find a way to feel grateful by writing thank-you notes. To keep himself going, he set himself a goal--come what may--of writing 365 thank-you notes in the coming year. One by one, day after day, he began to handwrite thank yous--for gifts or kindnesses he'd received from loved ones and coworkers, from past business associates and current foes, from college friends and doctors and store clerks and handymen and neighbors, and anyone, really, absolutely anyone, who'd done him a good turn, however large or small. Immediately after he'd sent his very first notes, significant and surprising benefits began to come John's way--from financial gain to true friendship, from weight loss to inner peace. While John wrote his notes, the economy collapsed, the bank across the street from his office failed, but thank-you note by thank-you note, John's whole life turned around. *365 Thank Yous* is a rare memoir: its touching, immediately accessible message--and benefits--come to readers from the plainspoken storytelling of an ordinary man. Kralik sets a believable, doable example of how to live a miraculously good life. To read *365 Thank Yous* is to be changed.

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thank you card for business: Emily Post's Wedding Etiquette Anna Post, Lizzie Post, 2014-01-21 *Emily Post's Wedding Etiquette* is the classic indispensable, comprehensive guide to creating the wedding of your dream, now in its sixth edition. Today's weddings are more complicated than ever, with new traditions replacing old, and new relationships to consider as family life grows more complex. *Emily Post's Wedding Etiquette* has everything a bride will ever need to know to have the perfect wedding. Anna Post guides brides and their friends and family through weddings to maximize fun and reduce stress, including: How to handle awkward family situations How to address envelopes and word invitations How to choose an officiant How to blend family traditions The timeline of events throughout the engagement and during the wedding Who to include on your guest list How to use technology to your advantage

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of personality type. Ninja Selling teaches readers how to shift their approach from chasing clients to attracting clients. Readers will learn how to stop selling and start solving by asking the right questions and listening to their clients. Ninja Selling is an invaluable step-by-step guide that shows readers how to be more effective in their sales careers and increase their income-per-hour, so that they can lead full lives. Ninja Selling is both a sales platform and a path to personal mastery and life purpose. Followers of the Ninja Selling system say it not only improved their business and their client relationships; it also improved the quality of their lives.

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www.getrealinfluence.com

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learned from starting our own business), unasked-for humor, and worksheets (homework, gasp!) to help you just get started already. Because raw talent and good ideas aren't enough. And because you can do this. Really. Learn How to: Structure your business, File all the paperwork, Write a business plan, Make a budget, Get great contract templates, Set pricing, Pitch a quote, Build a client roster, Communicate effectively, Stay organized, Grow your audience, Manage your money, & More!

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thank you card for business: Emily Post's Etiquette, 19th Edition Lizzie Post, Daniel Post Senning, 2017-04-18 Completely revised and updated with a focus on civility and inclusion, the 19th edition of Emily Post's Etiquette is the most trusted resource for navigating life's every situation. From social networking to social graces, Emily Post is the definitive source on etiquette for generations of Americans. That tradition continues with the fully revised and updated 19th edition of Etiquette. Authored by etiquette experts Lizzie Post and Daniel Post Senning—Emily Post's great-great grandchildren—this edition tackles classic etiquette and manners advice with an eye toward diversity and the contemporary sensibility that etiquette is defined by consideration, respect, and honesty. As our personal and professional networks grow, our lives become more intertwined. This 19th edition offers insight and wisdom with a fresh approach that directly reflects today's social landscape. Emily Post's Etiquette incorporates an even broader spectrum of issues while still addressing the traditions that Americans appreciate, including: Weddings Invitations Loss, grieving, and condolences Entertaining at home and planning celebrations Table manners Greetings and introductions Social media and personal branding Political conversations Living with neighbors Digital networking and job seeking The workplace Sports, gaming, and recreation Emily Post's Etiquette also includes advice on names and titles—including Mx.—dress codes, invitations and gift-giving, thank-you notes and common courtesies, tipping and dining out, dating, and life milestones. It is the ultimate guide for anyone concerned with civility, inclusion, and kindness. Though times change, the principles of good etiquette remain the same. Above all, manners are a sensitive awareness of the needs of others—sincerity and good intentions always matter more than knowing which fork to use. The Emily Post Institute, Inc., is one of America's most unique family businesses. In addition to authoring books, the Institute provides business etiquette seminars and e-learning courses worldwide, hosts the weekly Q&A podcast Awesome Etiquette and trains those interested in teaching Emily Post Etiquette.

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thank you card for business: The End Games T. Michael Martin, 2013-05-07 John Green meets Stephen King in this original take on the zombie apocalypse by author T. Michael Martin, which ALA Booklist called the best of the undead bunch in a starred review. Seventeen-year-old Michael and his five-year-old brother, Patrick, have been battling monsters in the Game for weeks. In the rural mountains of West Virginia—armed with only their rifle and their love for each other—the brothers

follow Instructions from the mysterious Game Master. They spend their days searching for survivors, their nights fighting endless hordes of Bellows—creatures that roam the dark, roaring for flesh. And at this Game, Michael and Patrick are very good. But the Game is changing. The Bellows are evolving. The Game Master is leading Michael and Patrick to other survivors—survivors who don't play by the rules. And the brothers will never be the same. T. Michael Martin's debut novel is a transcendent thriller filled with electrifying action, searing emotional insight, and unexpected romance.

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thank you card for business: *The Four & Twenty Blackbirds Pie Book* Emily Elsen, Melissa Elsen, 2013-10-29 From the proprietors of the renowned Brooklyn shop and cafe comes the ultimate pie-baking book for a new generation of bakers. Melissa and Emily Elsen, the twenty-something sisters who are proprietors of the wildly popular Brooklyn pie shop and cafe Four & Twenty Blackbirds, have put together a pie-baking book that's anything but humble. This stunning collection features more than 60 delectable pie recipes organized by season, with unique and mouthwatering creations such as Salted Caramel Apple, Green Chili Chocolate, Black Currant Lemon Chiffon, and Salty Honey. There is also a detailed and informative techniques section. Lavishly designed, *Four & Twenty Blackbirds Pie Book* contains 90 full-color photographs by Gentl & Hyers, two of the most sought-after food photographers working today. With its new and creative recipes, this may not be your mother's cookbook, but it's sure to be one that every baker from novice to pro will turn to again and again.

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to the interviewer, handicapping the employers ability to secure the best talent. It teaches interview participants to use effective interpersonal communication techniques aimed at overcoming these obstacles. It guides job-seekers through the entire interview process to ensure they get hired. It teaches interviewers to extract the most relevant information to make sound hiring decisions. iINTERVIEW INTERVENTION will become your indispensable guide to: ? Create self-awareness to ensure you understand the job you want before not after the fact. ? Conduct research to surface critical employer information. ? Share compelling stories that include the six key qualities that make them believable and memorable. ? Respond successfully to the fourteen most effective interview questions. ? Sell yourself and gather intelligence through effective question asking. ? Close the interview to ensure the interviewer wants to hire you.

thank you card for business: Music Note Cards (Stationery, Boxed Cards) Peter Pauper Press, 2013-06-24

thank you card for business: *Thank You* Amelia Riedler, 2014-08 When we're presented with an act of generosity whether it's a small encouragement, a much-needed word of support, or a big favor we've been given a gift that helps keep us going, that lift us up, and that helps make our life better. When we pause and take a closer look at these gifts, we clearly see those kind people who are making these good things happen. We see the thoughtful people in our lives who make a difference.

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thank you card for business: *Business Mojo* Judy Smith, Dan Smith, 2010-12 You haven't seen a business self-help book like this before Mojo is one of those unique words; we know what it means but can't readily explain it. Mojo in its purest sense is a positive force. It is strength, momentum, good luck, power and the essence of success all rolled into one. Enter Business Mojo: Achieving Success Through Mystical Exploration, co-authored by the sister and brother writing team Judy Smith and Dan Smith. For both New Age 'believers' and skeptical, bottom-line businesspeople, Business Mojo opens eyes to possibilities, and bridges the gap between the mystical and practical to help anyone develop a successful business. You'll learn: - What you name your business can influence success - Lunar phases - what you should know about them when starting a new business - How you arrange your office can help you maintain a successful business - Envelope colors can engender or inhibit business success - Placing gems on a phone can increase calls from prospects - Why the key to business success may be Ancient rituals - And much, much more ... Judy Smith has more than 30 years experience in marketing and created one of the largest direct mail businesses in Pennsylvania. Dan Smith is the CEO and Founder of Smith Publicity, an international book publicity

and public relations firm that has conducted over 900 promotional campaigns for authors, entrepreneurs, and businesses. www.jmaustin.com www.smithpublicity.com
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thank you card for business: Little Letters of Thanks Lea Redmond, 2018-04-03 Keep It Short and Sweet. Little Letters of Thanks is quick and easy: write a little message, fold, seal, and deliver! Included are 75 little letters that fold into adorably small envelopes, perfect for: Delivering to a coworker's desk Tossing into your neighbor's mailbox Placing into a friend's hand Seal letters with the 75 stickers included before before handing this little letter to its recipient and putting a smile on their face!

thank you card for business: The Thank-You Project Nancy Davis Kho, 2019-12-03 Gratitude and happiness go hand-in-hand -- and The Thank-You Project provides an easy-to-follow approach for creating more of both. Who helped you become the person you are today? As Nancy Davis Kho approached a milestone birthday, she decided to answer that question by sending thank-you letters to the many people who had influenced her, helped her, and inspired her over the years: family, friends, mentors, teachers, co-workers, even a couple of former friends and exes. While her recipients always seemed genuinely pleased to read the letters, what Nancy never expected was the profound and positive effect the process would have on her. As it turns out, emerging research proves that actively appreciating the formative people in your life, past and present, can lead to a lasting increase in your happiness levels--and The Thank-you Project offers a charming, entertaining roadmap to see, say and savor your way there.

thank you card for business: Duly Noted M. S. H. M. Shander, 2016-05-04 PTSD sucks. Just ask nineteen year-old Aurora. She's dealt with it for the past two years. Effing car crash. Resigned to live a mediocre life with her friends Percocet and Xanax, she's coped on her own. Terrified of stepping beyond her backyard, broken and damaged Aurora doesn't need anyone, anyways. Until she meets - him. Shy but smoking hot, Nate Johnson has a mouth as smart as hers, and can handle every ounce of sass she dishes out. Immediately, he's hooked by Aurora's sarcastic wit. A man on a mission, he wants to help her over her fear of cars. He needs to, if he's ever going to have her as part of his world - a passion he's kept hidden from her. As he succeeds with the impossible goal, he finds he's curing more than just her PTSD, he's healing her heart. But when her fears collide with his passion, it drives Aurora away. From him. From them. From the best thing to ever happen to her. Because sometimes love just isn't enough. However, Nate wants her back and he's willing to give up everything he loves for her. Aurora refuses to have him sacrifice his passion because of her, and dreams up a risky plan to stop him. It's dangerous. It's foolish. And if it doesn't kill her first, it could just save them both.

thank you card for business: Off the Charts Georgie Carroll, 2021-04-27 Showering in gumboots. Bomb threats. Tables of turds. Welcome to the life of a nurse. Nurses are our number one unsung heroes. They're the ones in the trenches mopping up bodily fluids, holding hands, keeping things ticking, and always with a smile on their face. In Off the Charts, Australia's favourite straight-talking nurse and comedian Georgie Carroll lets you peek behind the curtains to see the inner workings of a hospital. Taking us ward to ward, limb to limb, stitch to stitch, Georgie does not hold back as she shows us the human fragility and fierceness she sees every day at work. This is a laugh-out-loud funny celebration of the big-hearted, no-b*llshit nurses who, sooner or later, play a huge role in all of our lives.

thank you card for business: The Trusted Advocate John Mehrmann, 2008-03 The sales environment has been forever altered by e-commerce and price-centered commodities. Competition has become stiffer, and quotas have become higher. The demand for performance has created brutal pressure in a lonely profession, and increasing the number of cold calls is not enough to survive. Success requires closing a higher percentage of opportunities and growing existing business. But how do you achieve such lofty goals? The Trusted Advocate is a revelation of fundamental principles that empower maximum success through authenticity and integrity. John Mehrmann and Mitchell Simon combine their experience in management and leadership development to provide you with

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