



Conundrum: The Challenge of Execution in Middle-Market Companies

Lawrence Kendzior

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Jerry's perplexed. He's about to get a five million dollar order, which means a lot to his \$22 million company. But he's not happy. Lately, it seems like the more the company sells, the more money it loses. CONUNDRUM: a complex problem Infrastructure is the right combination of management, planning and systems that enables top performing companies to execute what they plan. The conundrum for troubled or average companies is: "If a company can't execute because of lack of infrastructure, how does a company execute the steps it needs to take in order to develop infrastructure?" In an entertaining yet thought-provoking style, using a fictional company and its management team as examples, Larry Kendzior provides the answers that Jerry-and thousands of business owners like him-have been searching for. Many search but never find the answer to this key question: How does a company execute what it plans?" I have applied many of the ideas found in this book in my company. The methods and concepts produce results-as advertised." Ken VanderVeen President and CEO ABS Graphics Visit our website at www.conundrumonline.com.



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