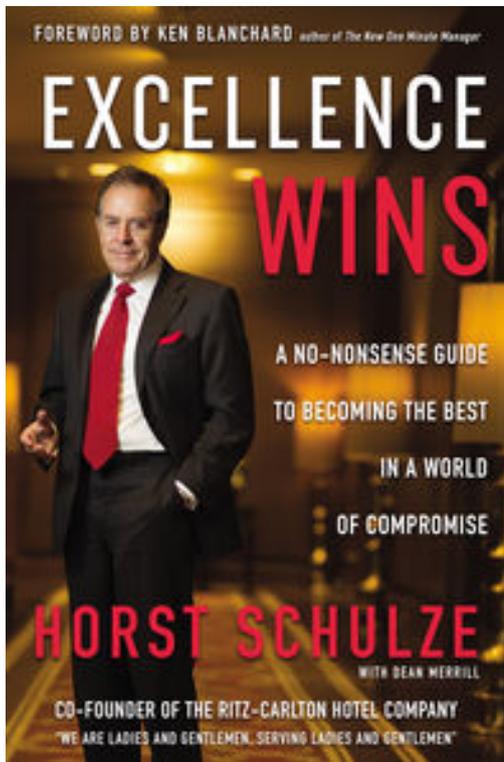


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Dan Cathy, chairman and CEO, Chick-fil-A: "Horst Schulze's influence on my family and our business is undeniable. His approach to customer service revolutionized the hotel industry and set a high bar for all of us. His new book, Excellence Wins, weaves Horst's personal story with the practical wisdom he's gleaned from an incredible career of servant leadership. It's a must read for leaders and anyone passionate about serving people."

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CEOs. Leaders without titles. Startups. Corporations. For-profits. Nonprofits.

It doesn't matter who you are or what you do - you want to become the best. You want to win, every time.

Horst Schulze knows how to win. In Excellence Wins, Schulze, in his absolute no-nonsense approach, shares the visionary and disruptive principles that have produced immense global successes over the course of his still-prolific fifty-year career.

As the co-founder and former president of Ritz-Carlton Hotel Co., Schulze fearlessly led the company to unprecedented multi-billion dollar growth, setting the business vision and people-focused standards that made the Ritz-Carlton brand globally elite.

Schulze's principles are both versatile and utterly practical to leaders of every age, career stage, and industry. You don't need a powerful title or a line of direct reports - you have everything you need to use them right now.

If you're searching for the blueprint to beating the competition and out-performing everyone around you, look no further than Excellence Wins. Schulze pulls no punches as a masterful guide to becoming the very best in a world of routine compromise.

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