

Rocket Fuel

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Synopsis

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Every outstanding entrepreneurial business has a common element that has launched it to success. It has a Visionary who sees the big picture, thinks about the future, and is energized by challenge and risk. It also has an Integrator, someone who works behind the scenes making sure the business plan is faithfully executed and does the backbreaking work of making the Visionary's dreams a concrete reality. On their own, these two types of leaders have potential, but together they form an essential dynamic relationship that propels their business to new levels of greatness – we call that Rocket Fuel. Join real and raw conversations with the world's top entrepreneurial duos as they talk about their journey to getting more of what they want from their business. Hosted by Mark C. Winters, Visionary and co-author of Rocket Fuel.

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