

Stargazer Publishing Company

Reviews

"This powerful, practical book shows you how to explode your business to the top of your industry."

—Rick Frishman
Publisher and best-selling author

"Carol's book gives you the tools to keep your risk and expenses low while doing big business."

—Tom Antion
Founder, Internet Marketing Training Center of Virginia

"Today, more than ever, emerging businesses must become the experts in their fields and position themselves as Fortune 500 corporations to compete. Carol J. Amato's book, *Maximize Your Competitive Edge* presents simple steps to do just that. Get a copy!"

—Ursula Mentjes, President
Sales Coach Now

"Building business success just became easier with Carol Amato's new book, the *Maximize Your Competitive Edge*. Carol translates what is often perceived as a complicated struggle into a simple roadmap that can lead small companies to becoming business stars—competing easily with the giants. This is a must read!

— Diane Weklar, President
The Weklar Consulting Group

"With an ever-changing business environment and all the new businesses starting up, it is important to know the new marketing strategies while being technology savvy. Competing for market share should be on top of your to-do list. In *Maximize Your Competitive Edge*, Carol Amato shows you, with simple steps and a clear understanding, how to answer the many questions you may have on how to achieve your goals."

— Carol Miller, President
Posh Productions, Inc.

"Simply put, *Maximize Your Competitive Edge* offers techniques about that classic art of becoming a successful business owner. You learn how to tell your story with polish. You are the storyteller, and Carol's book helps you succeed in your business communication."

— Joy Mellen White, President, Retired
Infoteam Inc.

Leading a business in our global economy can be a daunting task. *Maximize Your Competitive Edge* is a strong solution to figuring out what to do and where to start. This impressive business tool adds order and structure to growing your business infrastructure."

— Sophia Brooks, President
Global Learning Partners, Inc.

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Reviews, Cont'd.

"Maximize Your Competitive Edge is a must-read for today's small business owners. Filled with up-to-date information, it covers a wide range of topics often missed in other "how-to" business books.... It's not long-winded and pedantic like so many others. Carol distills the important issues affecting small businesses to a very concise, readable and useful "handbook" that can be used over and over as a great reference to keep you on track to success. I highly recommend it!"

— *Richard Fliedner, former President,
Adair Office Furniture, Inc.
Small Business Consultant*

"Maximize Your Competitive Edge is a must-read for any small business owner competing with larger well-funded organizations. The 17 steps are easy to follow and serve as an invaluable checklist for all business owners striving for a competitive advantage."

— *Nikki G. Gralnick, J.D., M.P.A.
Director, HRM Specialists
Corporate Training and Consulting*

"Maximize Your Competitive Edge is a no-brainer, "go-to" reference for any small business owner or entrepreneur who wants to play big in a highly competitive marketplace. Carol has done a masterful job identifying these 17 secrets. The chapter on branding was powerful and helped me to become crystal clear about my business and how I show up in the world with purpose."

— *Gwen Chambers, SPHR
Strategic HR Business Partner
Chambers HR Consulting Group, Inc.*

"Carol has taken the "secret" out of making your business look like a Fortune 500 company with clear and understandable strategies to set your business apart from the competition and achieve even greater success."

— *Ken Crawford
Crawford Communications*



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