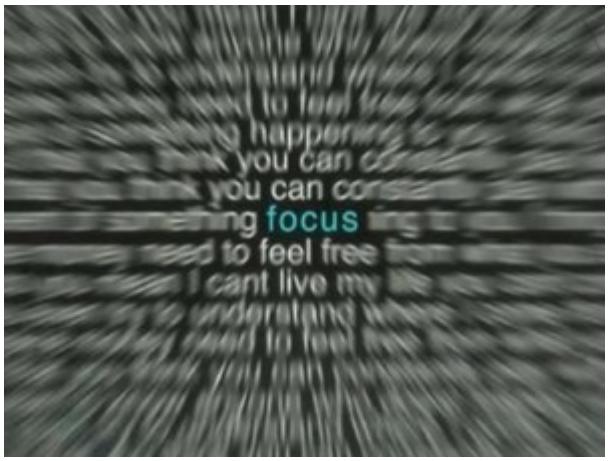
Best in Class



One of the things that I've previously discussed is the importance of focused direction. It is paramount, from the standpoint of what your business is doing, but also tremendously important to the clients that you are pursuing. Once your focus is defined, one must recognize the need for specialization. The more laser-like effect that you have when you are providing a service or product to someone, the greater the chance for success. This recognition comes only from vast experience in the business world.