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**BUSINESS**



**The Money Answers Show**  
**Monday at 12 Noon Pacific**  
**July 10th 2017: Why Businesses Need The**  
**Boomerang Principle with Lee Caraher**

Why would any business pass on a key competitive advantage that's relatively easy to implement? Could it be that businesses might not really understand what their greatest assets are or how those assets contribute to true competitive advantages? What if employees were the greatest advantage? Lee Caraher, author of 'The Boomerang Principle: Inspire Lifetime Loyalty From Your Employees', is an expert at building positive, high performing work teams and business cultures. Caraher has interviewed over 100 business leaders to identify actionable insights and pragmatic strategies to help businesses

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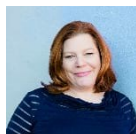
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#### Featured Guest



##### Lee Caraher

Lee Caraher is the CEO of Double Forte PR & Digital Marketing; an acclaimed communication strategist, she's known for her practical solutions to big problems. Her company works with some of the top consumer and technology brands in the country.

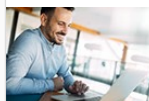
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