



Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty (J-B Lencioni Series)

Patrick M. Lencioni

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Another extraordinary business fable from the *New York Times* bestselling author Patrick Lencioni

Written in the same dynamic style as his previous bestsellers including *The Five Dysfunctions of a Team*, Lencioni illustrates the principles of inspiring client loyalty through a fascinating business fable. He explains the theory of vulnerability in depth and presents concrete steps for putting it to work in any organization. The story follows a small consulting firm, Lighthouse Partners, which often beats out big-name competitors for top clients. One such competitor buys out Lighthouse and learns important lessons about what it means to provide value to its clients.

- Offers a key resource for gaining competitive advantage in tough times
- Shows why the quality of vulnerability is so important in business
- Includes ideas for inspiring customer and client loyalty
- Written by the highly successful consultant and business writer Patrick Lencioni

This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.

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