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Take the high road as the straightest path to the bottom line.

Author Jeff Morrill knows how to build highly profitable businesses—he has built companies from scratch in retail, real estate, telecommunications, and insurance that generate more than \$100,000,000 in annual revenue. Jeff shares all his secrets to creating systems that produce profits automatically by focusing on doing the right thing every time. He shows how anyone can earn more profits in business while staying true to their values. This book will show readers how to:

- Create a win-win business that makes life better for all: owners, employees, customers, investors, and community.
- Develop leadership skills so everyone on the team collaborates effectively.
- Negotiate like an expert to create good deals and build long-term relationships.
- Use decision-making systems to find permanent solutions to free up time and energy to invest in more enjoyable projects that grow your business.
- Control your time effectively to avoid getting overwhelmed or burned out.

About the Author

Jeff Morrill co-founded Planet Subaru, "your undealership," in 1998, and built it into one of the most successful privately held car dealerships in the United States. He later started other businesses in automotive retail, real estate, telecommunications, and insurance that generate over \$100,000,000 in annual revenue. His achievements in building profitable and ethical companies have been featured in a variety of national media including *USA Today*, *Entrepreneur Magazine*, *Automotive News*, *The Boston Globe*, and others. Jeff lives with his wife, Julie, outside Charlottesville, Virginia, on a mountain he refers to as "The Morrill High Ground."



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