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Two-Brain Business 2.0

TWO BRAIN BUSINESS 2.0

Chris Cooper



Synopsis

If Chris Cooper has a superpower, it's the ability to make mistakes faster than anyone else. Fortunately, none have been fatal, and they can help other gym owners build happier lives. Chris brings a "big picture" perspective unmatched by anyone else in the industry. After thousands of hours spent one-on-one with gym owners, hundreds of blog posts, and more interviews than he can recall, Chris shares his best lessons in the second edition of Two-Brain Business. From Australia to Europe to North America, these are what Chris' clients - some of the best gyms in the world - are doing right. This is the follow-up to Two-Brain Business, one of the most popular fitness business books of all time. But its content is all new, with fresh stories, smart ideas, and proven tactics.

Book Information

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Customer Reviews

I know this book will help me run a better business. It makes so much sense.

Fantastic book. If you own a CrossFit gym or are considering it, do yourself a favor and read this book. So many relevant ideas. Make sure to have a highlighter and notebook with it.

It has so many useful examples and guidance for gym owners. Easy to understand and very helpful if you want growth for your business.

Though I am just beginning this journey, I have found that working with Two Brain Business and

their team has given me a true North to follow.

AWESOME!!!

Chris is an outstanding business owner. I am absolutely floored with amount of thought that went into his book. This is an absolute must have.

amazing book for anyone trying to improve their buisness!

Brilliant!

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