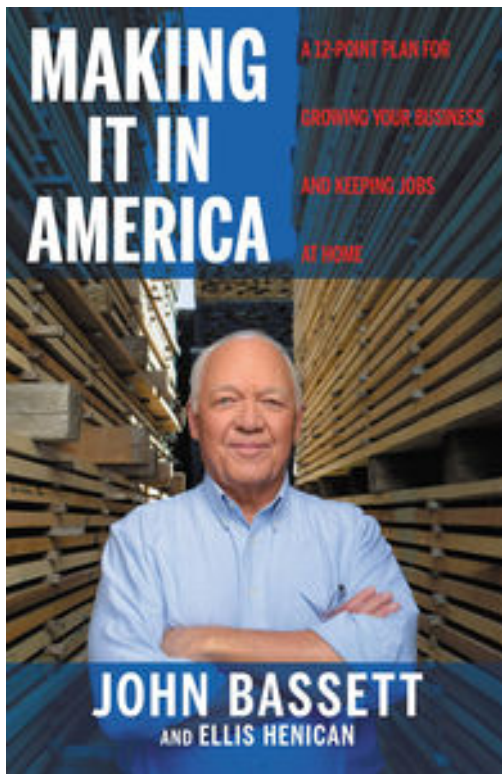


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And he won.

In *Making It in America*, Bassett tells you the secrets that have made Vaughan-Bassett Furniture so successful doing what everyone said couldn't be done. Drawing on rich life experience, including the everyday challenges running a traditional manufacturing company, Bassett constructs a 12-

point plan to achieve successful leadership in any business. These steps include: Have a winning attitude, respect your employees, don't panic, reinvest constantly, and make the best of the worst.

Bassett's story is about how those values underpinned his personal success and how they can revitalize America itself. In the face of feckless leadership, crumbling infrastructure, and global competition, Bassett's story is a blueprint for how America can revitalize its role as leader of the free world and how your success can be part of it.

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