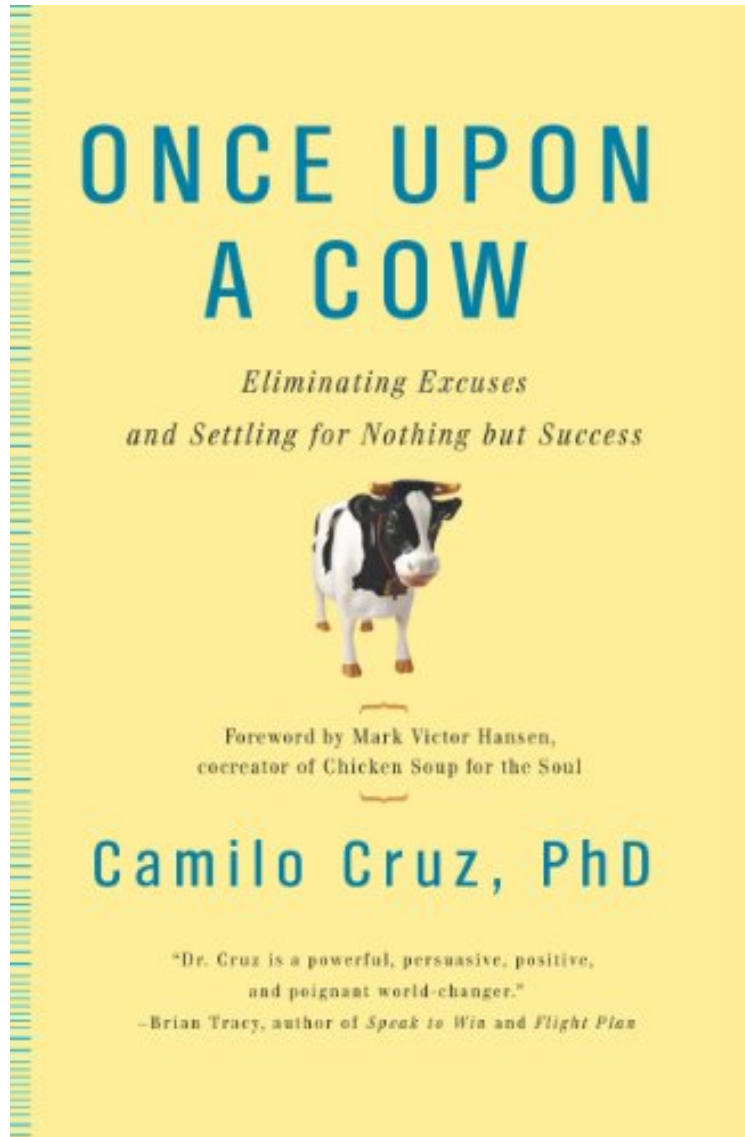


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# Once Upon a Cow: Eliminating Excuses and Settling for Nothing but Success

Camilo Cruz Ph.D

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**Camilo Cruz Ph.D : Once Upon a Cow: Eliminating Excuses and Settling for Nothing but Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Once Upon a Cow: Eliminating Excuses and Settling for Nothing but Success:

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life examples in this book. So many books tend to have broad generalizations about difficulties and challenges that we face and they don't often have precise, applicable, realistic ways to approach them. Most people will find themselves in this book - and most likely in some unexpected ways. People are masters at finding ways not to do all the things we proclaim to have as goals: get fit, go back to school, find a new path. This book points them all out in detail! You will find yourself smiling as you see yourself in some of the examples. The book has a humorous, easy-to-read tone that will inspire you to dump those excuses in the trash for good. 0 of 0 people found the following review helpful. Great Book i bought 9 all together and shared with my Direct reports, and it is working to eliminate "Cows" in our organization. By Steven Molen, Sr. Great book easy read content, very simple and easily understood examples, the words of description of "excuses" the phrases were very eye opening, you were able to say wow that is me- I heard that from a several of the people I bought the book for I also hear I am not going to use a "Cow" I just did not get it done! A great step forward for real accountability.

An insightful and deceptively simple guide-from a popular speaker and life coach. In this empowering book, bestselling author and speaker Dr. Camilo Cruz helps readers identify the hidden excuses that hold them back-even the most entrenched ones-and open the door to greater success and fulfillment. Inspired by a brief parable in which a family of farmers learns to thrive without their beloved (yet costly and unproductive) cow, this upbeat book speaks to readers of every age and lifestyle, helping them take ownership of their choices and their lives.

About the Author Dr. Camilo Cruz, is a bestselling author, business coach, and motivational speaker. His workshops draw large audiences, and his corporate clients include Goodyear, ATT, 3M, and Motorola.