



# **The Go-To Expert: How to Grow Your Reputation, Differentiate Yourself From the Competition and Win New Business**

*Heather Townsend, Jon Baker*

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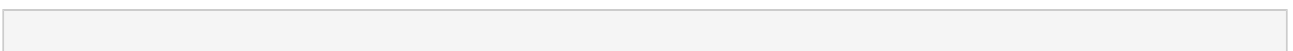
*The Go-To Expert* provides no-nonsense advice on managing your transition into a well-known and trusted name within your industry.

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