



### About the Author

David Finkel is co-author of, [\*SCALE: 7 Proven Principles to Grow Your Business and Get Your Life Back\*](#) (written with Priceline.com co-founder Jeff Hoffman), and one of the nation's most respected business thinkers. A *Wall Street Journal* and *Business Week* bestselling author of 11 business books, David's weekly business owner e-letter is read by 100,000 business owners around the world. David is the CEO of [Maui Mastermind](#), one of the nation's premier business coaching companies. Over the past 20 years, David and the other Maui coaches have personally scaled and sold over \$2 billion of businesses.

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