



Business is a Battlefield: Tales from the Trenches

Karen P. Johnson

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Augusta Parker, “Gus” to her friends and clients, is a (fictional) Business Coach in Baton Rouge, Louisiana. Through her eyes and observations, the reader learns many of the hard lessons gleaned from the experiences of Gus’ friends and clients. At the beginning of the story, Gus is prompted by the traffic challenges in Baton Rouge to take a few minutes to ruminate on the tales of people she spies sitting in the traffic jam with her. Ultimately ten timely business lessons are pulled from the tales of the sometimes hapless and sometimes wise characters.

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