

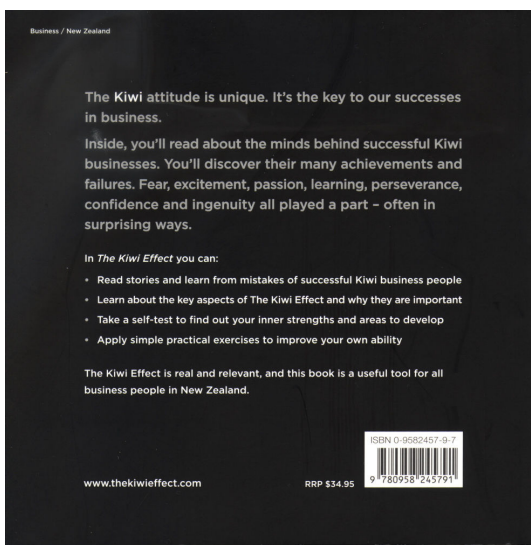


The founder and CEO of banerect display systems, Tony McKendry, features prominently within this book uncovering the secrets of successful New Zealand business people.

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EXCERPT:

This kind of clarity can relate to a particular product, too. Tony McKendry of banerect talks about the vision he had for his first display product (banerect Classic).

*"I could imagine the display selling. I could picture people walking with it on their shoulder into an airport terminal. I pictured it working in my mind first, then I took the next step of physically making it happen. I do the thinking, I put it in writing and I talk as though it is happening right now. It cannot **not** happen."*