

New Book Moonshot Reshapes Corporate Vision & The Meaning Of Work in 2023

TROY, MICHIGAN, USA, October 23, 2023 /EINPresswire.com/ -- Workforce productivity and morale are at near-all-time lows. Wages are spiraling. Inflation is eating away at the purchasing power of individuals. Companies are struggling with return-to-office plans. A guide to navigating critical business issues has never been more necessary.

That's where [Moonshot](#) comes in.

James Philip Arbuckle, serial entrepreneur and author, and Kane Carpenter, Managing Director of employer branding and organizational development consultancy, Daggerfinn, have released their much-anticipated book, "Moonshot: Hypersonic Business Growth Strategies For Culture, Marketing & Operations."



Scheduled for release today (October 23, 2023) at [Amazon](#) and Barnes and Nobles, the book is poised to revolutionize how business leaders, both emerging and established, perceive and navigate the contemporary business landscape.

Drawing from 30+ years of combined business growth experience, "Moonshot" provides readers with a deep dive into strategies and tactics essential for building resilient and thriving brands and companies. The book stands out with its unique dual-expert lens, offering multidimensional analyses of business realities, spotlighting both triumphant successes and insightful setbacks.

Readers can look forward to:

- 54 Actionable Business Concepts: Each meticulously curated for relevance and impact,

ensuring businesses have the tools to remain competitive and innovative.

- Dual Perspectives: A refreshing approach that offers insights from two distinct vantage points, deepening the comprehension of each concept.
- Holistic Business Acumen: Addressing core pillars of organizational culture, operations, and marketing, ensuring a comprehensive grasp of the business world.

James Philip Arbuckle remarked, "In 'Moonshot,' our mission is to provide business leaders with edutainment. We're not here to mince words; we're here to serve up hard-hitting truths, battle-tested strategies, and our own stories of resilience and success. Business is a full contact sport, but in 'Moonshot' we have delivered insights and lessons in a way that is easy-reading."

Kane Carpenter added, "In today's fast-paced and ever-evolving business environment, staying on top of what works and what doesn't is key. We've poured our heart and soul into 'Moonshot', ensuring it serves as an indispensable guide for those eager to thrive and make their mark – across marketing, operations, and company culture."

"Moonshot: Hypersonic Business Growth Strategies for Culture, Marketing & Operations" will be available for purchase on Amazon today. Moonshot can be [purchased here](#).

With its proactive approach to confronting challenges and capitalizing on opportunities, it's a must-read for anyone serious about business success in today's dynamic world.

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