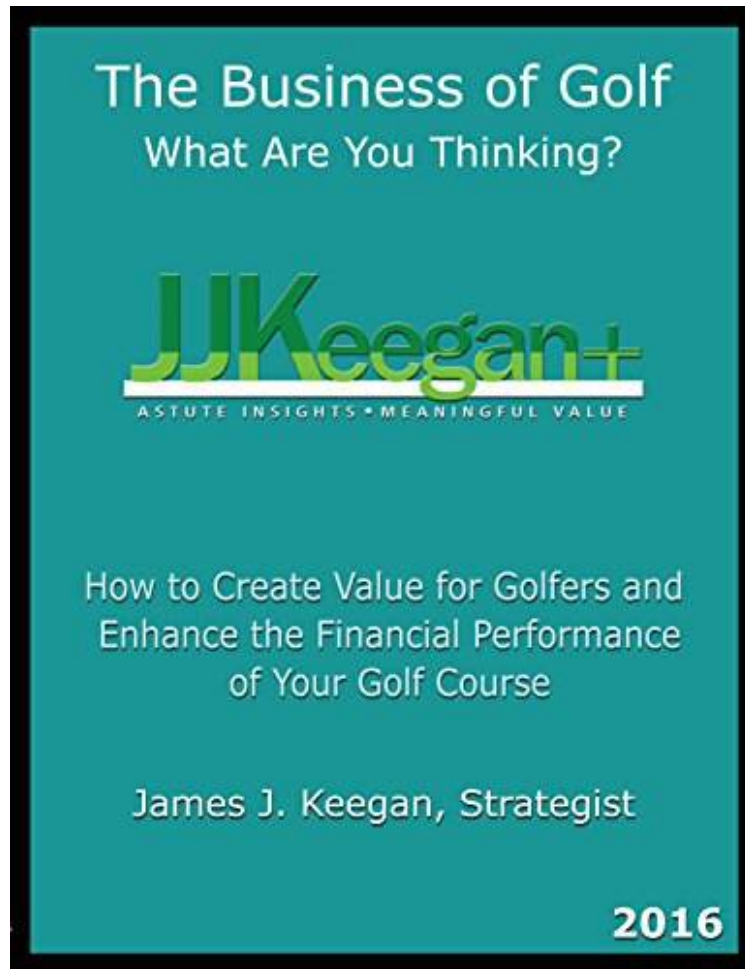


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By JJ Keegan

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more than 1 billion rounds of golf at over 34 000 golf courses in planet Earth What influences their decisions They all have one things in common they are seeking value based entertainment What does it takes to attract and retain those decision makers The financial success of a golf course depends on understanding those motivations and ensuring that th About the Author JJ Keegan is one of the US Top 10 Consultants as recently designated by Golf Inc Known to his friends as Rain Man because of his amazing recall of any course he has played any person he has met or any place he has traveled James J Keega

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