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Oswald R. Viva is the founder and president of V&A Management, LLC, a consulting company dedicated to helping small- and mid-size businesses. He has been an executive at large and small companies and spent thirteen years as a CEO and executive coach. He has participated in eight startups as a principal, founder, or consultant and owned one of the most successful franchises of The Alternative Board. He is the author of several books and e-books. A native of Argentina, he is married and lives in Ackworth, Georgia. He has four children and twelve grandchildren.

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