



# Integrity is All You've Got

*Karl Eller*

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**Integrity is All You've Got** Karl Eller

**An advertising hall-of-famer and business legend reveals the secrets of his success**

Best known for conceiving the idea of outdoor advertising, Karl Eller embodies the spirit of American entrepreneurship at its finest. *Integrity Is All You've Got* is the chronicle of a singular life in business and all its "chills, thrills, deals, risks, gambles, crash landings, and miraculous recoveries." Readers get:

- A first behind-the-scenes look at the life of a business legend
- Powerful lessons that managers and entrepreneurs can apply
- Eller's guiding principles for racking up successes and recovering from "crash landings" that center on the critical importance of integrity

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