



## Velocity 2.0

*Dale Pollak*

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## **Velocity 2.0** Dale Pollak

Velocity 2.0: Paint, Pixels, & Profitability is the second book from retail automotive industry expert, entrepreneur and former dealer, Dale Pollak. The book picks up where Dale's Velocity: From the Front Line to the Bottom Line leaves off, revealing new ROI-based management metrics and processes dealers can use to operate more efficient and profitable used vehicle departments. The book flows from the recognition that today's used vehicle marketplace is more challenging and volatile than it's ever been a tough reality driven by the power of the Internet and a troubled economy. Velocity 2.0 offers a playbook of best practices and processes to help dealers become more successful.

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