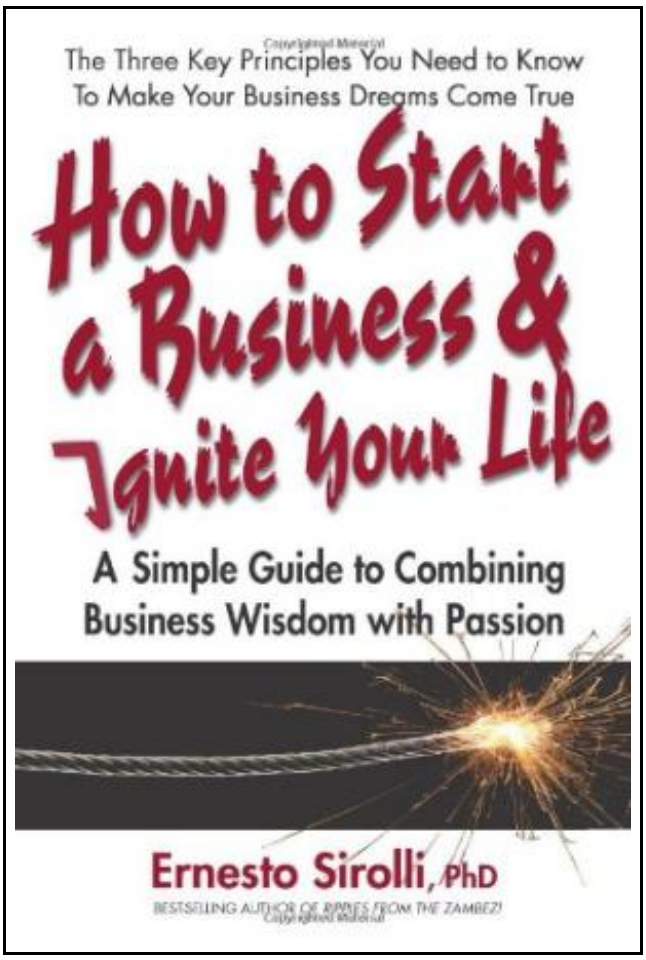
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Square One Publishers, United States, 2013. Paperback. Book Condition: New. 221 x 150 mm. Language: English . Brand New Book. Have you ever wondered why companies such as Apple, Disney, eBay, and Starbucks succeeded? What common factors did they and mostother successful startups share? Dr. Ernesto Sirolli, one of the world sleading consultants on the topic of economic development, has theanswer: None of the entrepreneurs who founded the world s greatestcompanies did it on their own. They put together an effective team thatallowed their ventures to get off the ground, flourish, and grow. Andin his new book, How to Start a Business Ignite Your Life, ErnestoSirolli has written down an easy-to-follow formula for success so thatpassionate people can transform their ideas into thriving businesses.Ernesto Sirolli s approach to entrepreneurship is guided by the Trinityof Management, a business model and philosophy based on the ideathat there are three key areas in all companies product, marketing, and financial management. A business has the greatest chance ofachieving long-term success when there is a team with the talent andknowledge needed to manage each area effectively. The first half ofthe book provides an overview of this concept before delving moredeeply into the three areas, highlighting various personality traits andskills required for each role. In the second half, Dr. Sirolli explains howthese ideas can be practically applied to your startup, enabling you toturn it into a prosperous enterprise.Whether you are an aspiring entrepreneur or a current business ownerlooking to revitalize your company, How to Start a Business IgniteYour Life will give you the tools you need to make a living by simplydoing what you love.

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