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The One Minute Entrepreneur: The Secret to Creating and Sustaining a Successful Business

By Ken Blanchard, Don Hutson, Ethan Willis

Headline Publishing Group. Paperback. Book Condition: new. BRAND NEW, The One Minute Entrepreneur: The Secret to Creating and Sustaining a Successful Business, Ken Blanchard, Don Hutson, Ethan Willis, With so many start-ups struggling to survive beyond their first year of trading, what are the key things that will ensure a business makes the right start? Multi-million copy selling author Ken Blanchard returns with much-needed advice on how to create and sustain a successful business, delivered in the inimitable ONE MINUTE style. THE ONE MINUTE ENTREPRENEUR focuses on three key areas: 1. Finance and how to manage your money effectively 2. People and the importance of empowerment 3. Customers and how to take care of them Why one minute you may ask? Well, in the words of Ken Blanchard, the best advice we ever received was given in less than a minute. THE ONE MINUTE ENTREPRENEUR contains all the short but meaningful insights that we've come to expect from this publishing phenomenon, delivered in a highly accessible way and with a splash of wry humour.



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