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efforts and courage are not enough without purpose and direction john f kennedy this quote is clear we are well advised to pursue success in business with purpose and direction business spans a wide range of skills of which marketing is the most dominant this book covers the skills necessary to become successful whether you are selling products services or a derivative of both it is fascinating to note that the topics covered here by celebrity experts most of which are marketing related include ways to build a business use of social media planning strategies for businesses brands branding determination motivation commitment advertising in the new economy mindset passion the importance of ethics in business these subjects are covered by business icons that include brian

tracy leigh steinberg robert allen ron legrand and chris attwood janet bray attwood among others the wealth of business information in this book from celebrity experts r authors make it a must read winston churchill said success consists of going from failure to failure without loss of enthusiasm however by sharing the knowledge of these proven business experts you will shorten your journey they will help you avoid the mistakes they made along the way and move you towards your goal quicker than you could ever do it on your own this may truly be the only business book you ll ever need

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statement but also the processes created to operate the business and the employees who implement them it discusses the steps that must be taken even before a business is started to increase the odds of its becoming a lasting success it covers every step in a business life cycle including the last one showing that the best time to exit a business is when you don t have to and that unless you pick that time someone else will many business books increase their readers knowledge the facts of business life not only increases that knowledge it shows you how to turn it into profits

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