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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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