



The Most Successful Small Business in the World: The Ten Principles [Audiobook][Unabridged] (Audio CD)

-Michael E. Gerber-

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Statistics tell us that most new businesses ultimately fail Why? Because they are not started in the right way. Based on decades of experience working with small business owners, Michael Gerber offers budding entrepreneurs his unique method for positioning their businesses for long-term success and growth. From identifying a golden opportunity to designing a business model that will fill a specific need, from testing your product to acquiring and keeping clients, Gerber details every step necessary to make your vision concrete and make it last.

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