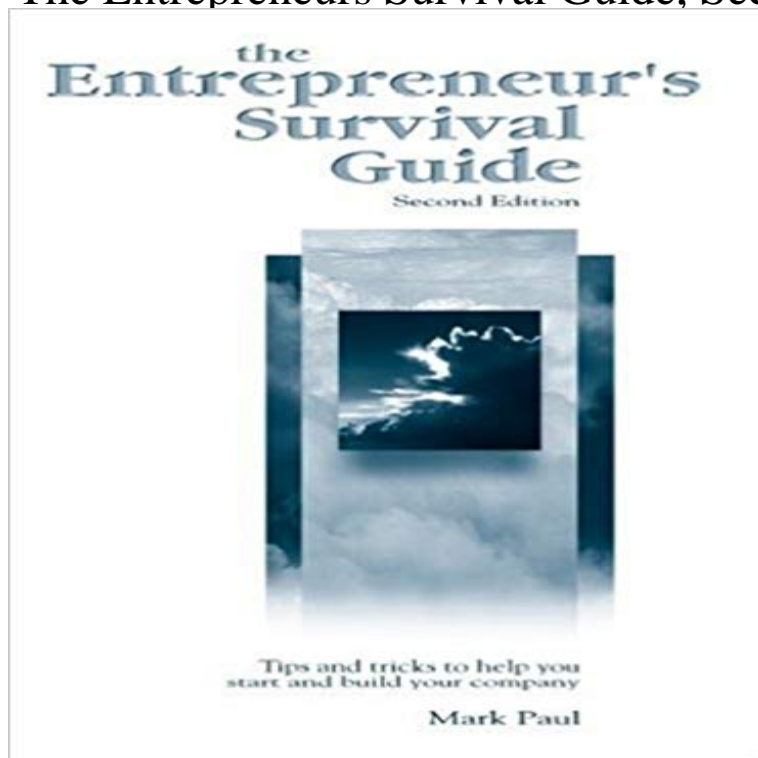


The Entrepreneurs Survival Guide, Second Edition



If you are an entrepreneur who is starting or building a company, this guide is a must read. The book is based on decades of business development experience and contains thousands of dollars of consulting advice. Based on the success of the first edition, this second edition has nearly three times the # of chapters, five addenda, and two additional sections. By applying the lessons in this book to your company, you can save years of learning the hard way and help take your company to its next several levels. The principles explained in this guide are presented in a quick-to-read series of topics ranging from assessing your leadership style, to getting a new company off the ground, to improving marketing and sales performance, to managing your operations to maximize revenue and profitability.

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