



# Start it Up: Why Running Your Own Business is Easier Than You Think

By Luke Johnson

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Start it Up: Why Running Your Own Business is Easier Than You Think, Luke Johnson, Now in paperback - "Start It Up" by Luke Johnson, 2012's most inspiring guide to running your own business. Running your own business is nowhere near as tough as you might think. So what are you waiting for? Luke Johnson is Britain's busiest tycoon, with a personal fortune estimated at GBP120 million. From Pizza Express and Channel 4 to his incisive "Financial Times" column, Johnson has spent two decades on the business frontline. In "Start It Up", Johnson sets out to inspire - and guide - every budding entrepreneur. He tackles the issues that really matter: finding the right idea, sourcing funds, and getting the best from the people you meet on the way - chiefly yourself. "A must-read for inspiring entrepreneurs, probably the best book available on the subject". (John McLaren, "Management Today"). "Part rant, part outpouring of useful knowledge gleaned from 20 very successful years in business. There is a great deal here that is good". (Richard Reed, co-founder of Innocent Drinks, "Financial Times"). "For the budding entrepreneur, this clear, thoughtful and passionate how-to...



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