



The Savvy Entrepreneur: An Insider s Secrets to Managing for Success (Paperback)

By Lee Pryor

Booksbnimble Publishing, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****. Pryor brings exceptional knowledge and understanding of the entrepreneurial world . He is an unusual storyteller. This book is obligatory for those interested in succeeding. -- Steve Millard, Board of Directors, Northwestern Kellogg Business School, Evanston, IL Serial entrepreneur Lee Pryor thinks starting a new business and successfully managing its growth is one of the most important and satisfying things a person can do. From company culture through long-term strategy, this hands-on guide for start-up managers covers leadership, raising money, hiring, and communication. Pryor s straightforward managing techniques, culled from real-life experiences, apply equally to technology-oriented and low-tech businesses. Pryor, a veteran of Time Warner and IBM (and frequent CEO), writes in a breezy, anecdotal, humorous style that encourages consumption in small, delicious bites between phone calls that will leave the reader laughing. And savvy.



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