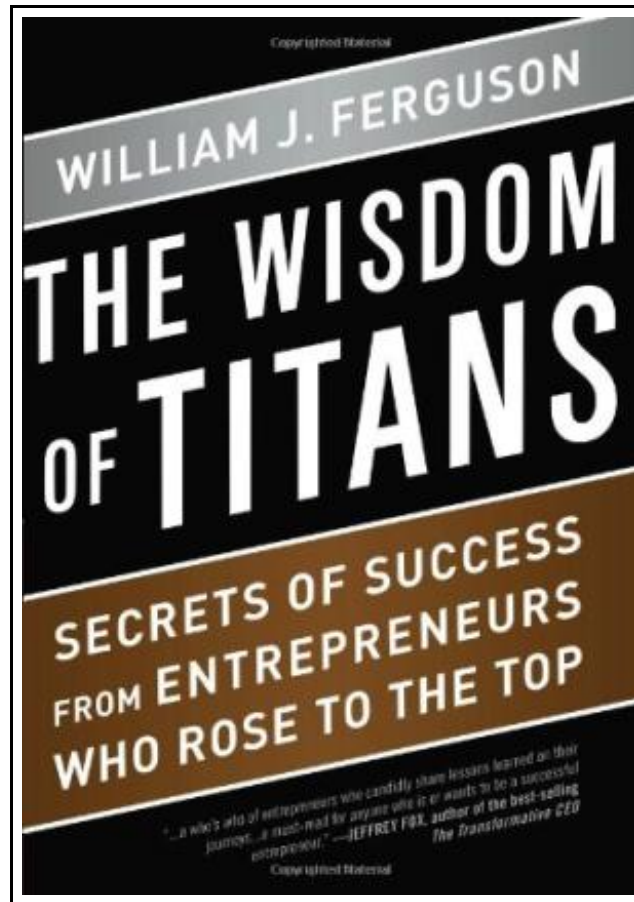


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THE WISDOM OF TITANS: SECRETS OF SUCCESS FROM ENTREPRENEURS WHO ROSE TO THE TOP

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Bibliomotion. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.1in. x 6.1in. x 0.8in. In *The Wisdom of Titans*, Bill Ferguson brings together a who's who of entrepreneurs who candidly share lessons learned on their journeys. The book contains important commonalities: passion, focus on the bottom line, growing market share, developing a team as well as secret sauce ingredients unique to each individual. This is a must-read for anyone who is or wants to be a successful entrepreneur. (Jeffrey Fox, Fox and Company, author of the bestselling *The Transformative CEO*) Being your own boss is the great American dream, but only 1 of entrepreneurs are truly successful. Ferguson, chairman and CEO of Ferguson Partners, interviewed some of the world's best-known entrepreneurs in order to instruct a wide audience: entrepreneurs whose businesses have stalled; corporate leaders who want to take a more entrepreneurial approach; budding entrepreneurs; and M. B. A. students. The interviewees instruct the reader to have fun at work, be a student of the business, make a mark outside the mainstream, grow the bottom line, mentor others, create value out of a vision, take risks, measure progress, maintain integrity, and leave a legacy. The overall message is strong. (Publishers Weekly) What does it take to be a successful entrepreneur? In *The Wisdom of Titans*, Bill Ferguson goes to the source to answer that question: the top executives and highly successful business builders across industries from hospitality to health care. Their success secrets encompass solid business practices as well as those unique traits and qualities that make a difference between good and great. This book is a game-changer for anyone interested in the entrepreneurial journey. (Thomas Priselac, president and CEO, Cedars-Sinai Health System) Driving growth, managing risks, navigating uncertainties, and growing profitability admittedly, it's a tall order, but in reality these are merely table stakes...



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