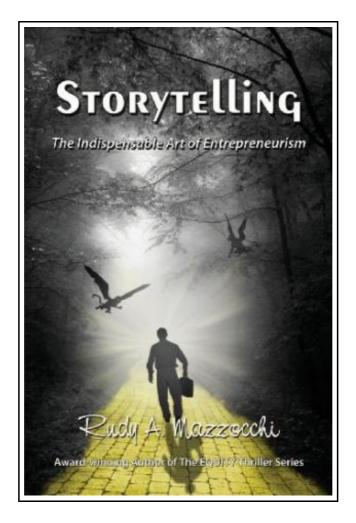
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Paladin Timeless Books. Paperback. Book Condition: New. Paperback. 220 pages. Dimensions: 7.9in. x 5.2in. x 0.7in.The value of any new venture or sound new idea needs to be developed out of the nothingness of silence, ignorance and darkness. It ignites and illuminates the world only when the great storytelling entrepreneur lights the flame. STORYTELLING: The Indispensable Art of Entrepreneurism shows, with startling clarity and practical know-how, the process by which wealth and other things of exceptional value can emerge into the world literally out of nothing-nothing, that is, but the Art of Storytelling. STORYTELLING takes you on a journey which reveals how the development, progressive modification and adaptation of your story is the golden thread and foundational core management practice which ties together all the others: building, focusing and motivating your management team, navigating through troubled times or excessive growth, maintaining positive momentum with investors and Boards of Directors and positioning the venture for a potential exit. Awardwinning author and entrepreneur, Rudy Mazzocchi, exposes his greatest secret of success and provides an enormous amount of experience-based illustrations and nuts-and-bolts practical advice. He reveals how to create and evolve the story of your new venture in a way that energizes and breathes life into what may have started out as just an idea. Everyone can benefit greatly from reading this book-whether or not you envision yourself as an entrepreneur. STORYTELLING: The Indispensable Art of Entrepreneurism applies universally to ventures of all types and is an essential element in the fulfillment of any dream-dreams which depend upon capturing the interest and sustaining the highly-motivated commitment of others. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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