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How to Start a Business and Ignite Your Life: A Simple Guide to Combining Business Wisdom with Passion

By Ernesto Sirotti

Square One Publishers, United States, 2013. Paperback. Book Condition: New. 221 x 150 mm. Language: English . Brand New Book. Have you ever wondered why companies such as Apple, Disney, eBay, and Starbucks succeeded? What common factors did they and most other successful startups share? Dr. Ernesto Sirotti, one of the world's leading consultants on the topic of economic development, has the answer: None of the entrepreneurs who founded the world's greatest companies did it on their own. They put together an effective team that allowed their ventures to get off the ground, flourish, and grow. And in his new book, *How to Start a Business Ignite Your Life*, Ernesto Sirotti has written down an easy-to-follow formula for success so that passionate people can transform their ideas into thriving businesses. Ernesto Sirotti's approach to entrepreneurship is guided by the Trinity of Management, a business model and philosophy based on the idea that there are three key areas in all companies: product, marketing, and financial management. A business has the greatest chance of achieving long-term success when there is a team with the talent and knowledge needed to manage each area effectively. The first half of the book provides an overview of this concept before delving more deeply into the three areas, highlighting...



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