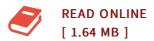




## The Big Idea

By Donny Deutsch

Transworld Publishers Ltd. Paperback. Book Condition: new. BRAND NEW, The Big Idea, Donny Deutsch, Based on the awardwinning formula of his hugely popular nightly show on CNBC, Donny Deutsch's "The Big Idea" is a step-by-step guide for anyone who has ever dreamt of following through on creating their own business. From the 'Aha! Moment' to taking that allimportant first leap, Deutsch cheers aspiring entrepreneurs along every step of the way. Starting with how to look for opportunities, through to keeping what you've created going and growing, each stage of the process is illustrated by an invaluable lesson learned by a leading entrepreneur. With the author's irrepressible energy, enthusiasm and expertise providing the engine that drives this incredibly upbeat book, "The Big Idea" will provide the tools to tackle issues head on, and is the ideal how-to for entrepreneurs - from inventors to artists, marketers to producers, teenagers to retirees.



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