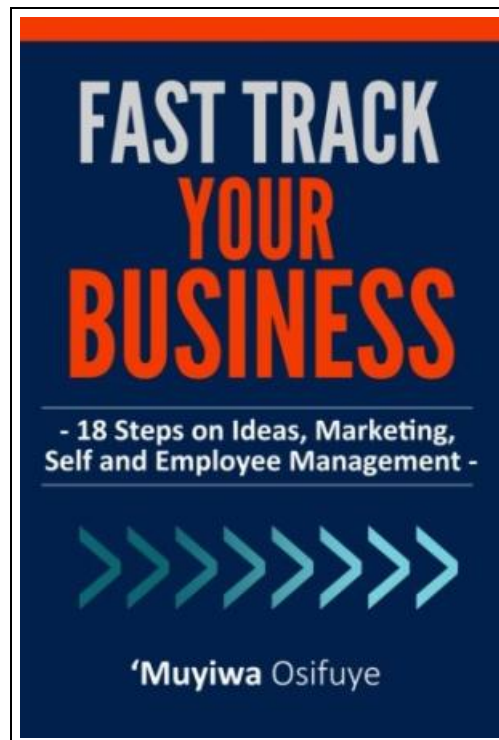


## Fast Track Your Business: 18 Steps on Ideas, Marketing, Self and Employee Management (Paperback)



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Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In business, there are some four issues that are so important for success. More relevant for small-business owners - who at onset - must be conscious of these fundamentals. In no particular order, the issues being addressed are: \*Ideas and Innovation, \*Marketing Sales, \*Human Resources or Employees Management and \*Self-Management for the Business Owner or Manager Why this book.you may ask? The author sieves out the essential nuggets of his MBA training with his own proven 30 years experience in small-business. For ease of reference, the book has been arranged in three parts as a compendium of sorts. As a result you can read the parts in any order of your choice for your clarity of thoughts. The book is devoid of impractical business theories but hands-on experience of the author in the field. He explains where by some decisions - unknowingly - fatal mistakes were made and how to avoid them. From these revelations, you can easily develop your own thoughts for accurate decisions about these delicate basics of entrepreneurship. As usual in Muiyiwa Osifuye s writings, the content might be deceptively lean but you are given a strong foothold to minimize major missteps. And they do come. He also shares relevant tidbits in the world of business of today. After-all, a successful entrepreneur is that person with a disciplined mind, that is imbued with an insatiable craving for new knowledge; to promote and sustain profitable ventures into the future. So the author submits. Enjoy.



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