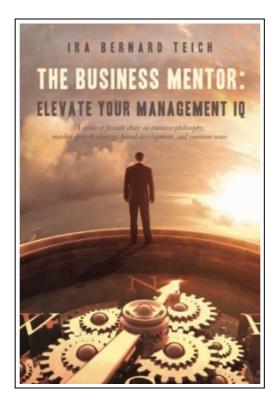
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Reviews

Basically no words to describe. We have read through and i also am sure that i am going to going to read once more once again later on. You may like just how the article writer compose this publication.

(Mrs. Jane Quitzon DDS)

THE BUSINESS MENTOR: ELEVATE YOUR MANAGEMENT IQ: A SERIES OF FIRESIDE CHATS ON BUSINESS PHILOSOPHY, MARKET GROWTH STRATEGY, BRAND DEVELOPMENT, AND COMMON SENSE



Ira Teich. Paperback. Condition: New. 366 pages. Dimensions: 9.0in. x 6.0in. x 0.8in.THE BUSINESS MENTOR: ELEVATE YOUR MANAGEMENT IQ reflects my experiences with hundreds of clients over many years. The genius of business lies in the understanding of the principles and mostly in their implementation, so I focus on how to approach, apply, and benefit from business and market growth principles. These are simple concepts that will reinforce well-imbedded principles for many seasoned executives. For others, they should deliver a philosophy and practical insights. For all, I expect that it will provide a bridge between creative concepts and their execution and a sense for prioritization. Businesses today over-complicate things, often confusing themselves and more importantly, their customers and strategic partners. This is not necessary or desirable. Brilliant simplicity isnt simple to incorporate into an organization but its do-able. You will read about appreciating the needs of customers and consumers and how you can solve their problems and deliver ideas and suggestions that they will value. I explain how creativity can be nourished in the workplace; that creativity and intuition complement the rigor of a disciplined planning methodology. Both are essential. I demonstrate how great long-term planning can be flexible and generate returns from the very beginning. Strategy is explained and demonstrated as a continuous program paving a path forward; and always beginning with an insightful understanding of your current situation as well as your crisp future vision. I explain how to develop core values and unambiguous unique visions and missions that are valuable to your markets and are an essential tool for the organization to screen decisions. I write about branding a lot, and how a well-managed brand will deliver the necessary bond between your customers and your company - resulting in loyalty, equity, and earnings. I often use the...

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