



# Business Expert Guide to Small Business Success (Paperback)

By -

Business Expert Publishing, United States, 2010. Paperback. Condition: New. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Yes! You can have real success as a small business owner. The life of the small business owner can be lonely. You work around the clock just to survive it often feels like you need to come up with all of the answers yourself. Until now! Today s business thought leaders have created the Business Expert Guide to Small Business Success providing you with actionable information you can implement right now. From increasing revenue, to improving quality, to managing costs, this book is the true handbook for the small business owner. Strategic plan design and implementationCash flow management Pricing strategies for profitabilityLeadership and strategic decision-makingSales hiring and compensation conceptsBusiness development, networking and lead generation techniquesSales strategies and tacticsEmployee engagement and development Self and employee motivationLegal and compliance best practicesAnd many more. 21 Business Expert Guide ContributorsForeword by Jill Konrath, author of Snap SellingJeb BlountHarlan GoergerRichard NorrisDanita ByeBill GuertinPaul PershesCindy CohenTim HagenMic PuklichRoger CourvilleDavid HubbardSam RichterSarah DayPeg Jackson, Ph.D.Joseph RiggioHillary FederAndy MillerLee SalzGary GackJohn MyrnaDrew Stevens, Ph.D.



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