



Now Build A Great Business

By Brian Tracy, Mark Thompson

Gildan Audio, United States, 2011. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Authors Brian Tracy and Mark Thompson offer the listener a seven-step method to achieve greater business success in any market. They bring a combined 50 years of practical experience consulting, training and teaching their ideas to over 10,000 businesses. They share powerful, practical, proven methods and strategies to generate more sales, revenues and profits than the competition. Each concept and principle is illustrated with stories and examples from current businesses and businesspeople, who are achieving GREAT results, in competitive markets. The Listener will learn how to: Become a GREAT leader, both in personality and performance, and get better results than ever before Surround himself with GREAT people- talented, competent good team players- who can get the job done Develop a GREAT business plan, a well-thought out blueprint for business success, clarifying his values, vision, mission, purpose and goals and how he plans to carry them out Offer a GREAT product or service, which determines 90 of his success, triggering the response, This is a GREAT product! Design a GREAT marketing plan that enables him to attract more and better qualified customers than his competition Perfect a...



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