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Napkin Logic: 48 Great Business Ideas, Lessons, and Rules

By Philip Edholm

Createspace. Paperback. Condition: New. This item is printed on demand. 436 pages. Napkin Logic: 48 Great Business Ideas, Lessons, and Rules - Insights to make you a better business person and individual, grew out of years of mentoring my employees and associates in real life business situations. Most of the topics in this book started as exercises often sketched out on a napkin or a white board, using the very same diagrams you will find in the book. Typically someone with less experience in a particular area of expertise would ask me a question. Another person might come to me seeking an explanation of a basic business principle. Others would ask me to help them analyze a problematic area of business or seek ways to overcome a challenging obstacle. Through the years I have found myself regularly repeating these same lessons or rules to all those I mentored. Many admitted that for the first time they finally understood a particular principle or knew how to go about resolving a business problem. One day it occurred to me why not a mentoring book comprised of essential business information, ideas, insights and examples covering a wide range of key business topics And...



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