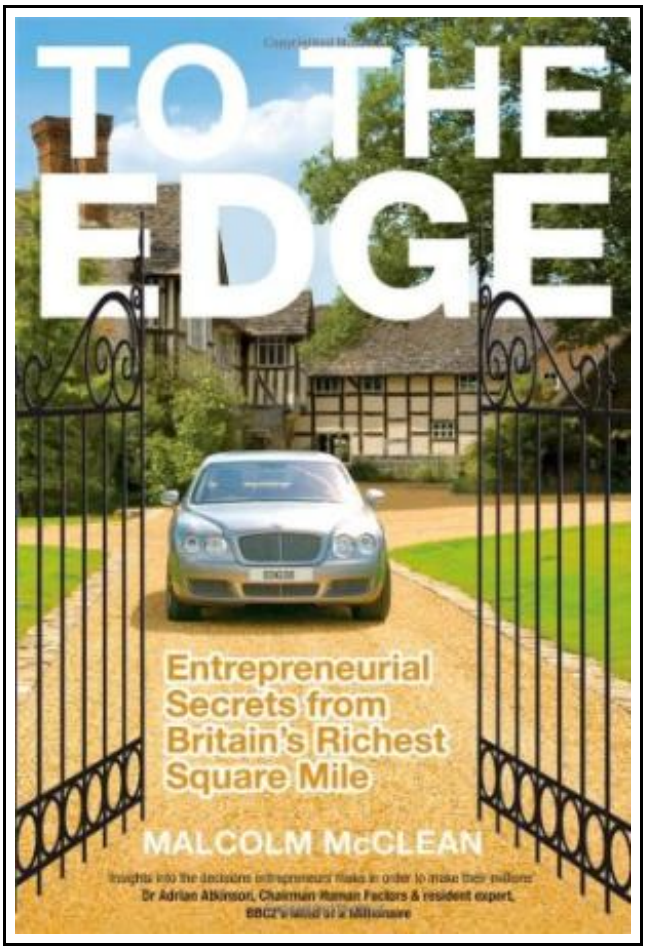
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TO THE EDGE: ENTREPRENEURIAL SECRETS FROM BRITAIN'S RICHEST SQUARE MILE

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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, To the Edge: Entrepreneurial Secrets from Britain's Richest Square Mile, Malcolm McClean, If you are not living on the edge, then you are taking up too much room Think of the richest square mile in Britain and your thoughts turn to The City of London or Chelsea. In fact, a small village in Cheshire is home to more millionaires per square mile than anywhere else in Britain. It is a place where one-in-twenty houses sells for more than GBP1 million, 20% of the residents enjoy a seven-figure income and in an index of 'poshness' Alderley Edge scored 136 out of a maximum 137. The media like to focus on the glitz and the glamour, an image of a shallow nouveau riche. But that is not the real story. The entrepreneurial spirit is concentrated in these streets like nowhere else in Britain. These are self-made people, entrepreneurs with amazing stories of triumphs, tribulations, disasters and incredible recoveries. There is another side to Alderley Edge and the 'Golden Triangle', one that the outsider would not necessarily see.PRAISE FOR TO THE EDGE 'Malcolm McClean has an incredible knack for uncovering those small insights which can make a big difference. In this inspirational book he gets inside the minds of wealth creators as only he can. These are the people that drive our economy. Their quirky, unusual and sometimes extraordinary way of looking at the world is one which we should embrace.' --Lord Mawson OBE, Founder the Water City Group & President of CAN.

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