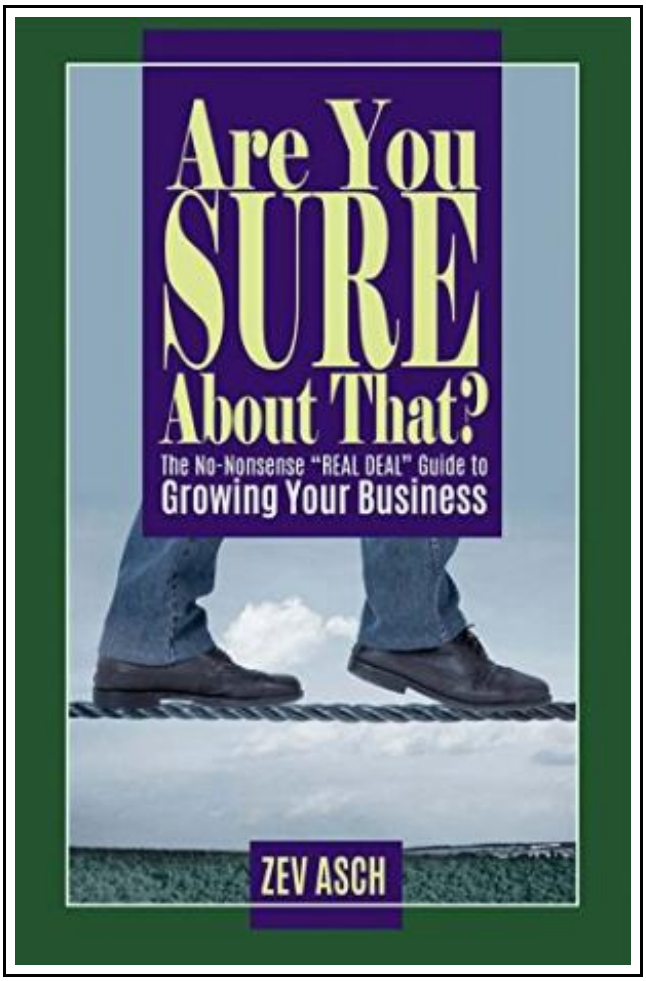
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BookBaby, United States, 2015. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book. Like you, I am an entrepreneur and a small business owner. My company provides outsourced business development services primarily to small entrepreneurial firms. As we tell our clients, we are an integral part of their business management team but we are focused on those aspects that drive growth: marketing, sales, customer service and referring partners. While I am deeply experienced with unique hands-on knowledge of growing a business, I m not getting better if my knowledge remains static. What I ve learned in over thirty years of small business experience is that adapting to change is the only way to create long term success. And adapting to change requires continuous education. Change is constant, sometimes anticipated but frequently unexpected. A big part of what I do to better serve my clients involves daily education. Sorting through all the available information leaves me feeling confused, overwhelmed and frustrated. While there are plenty of resources through which I and other business owners can get better at what we do, much of what s out there falls into the category of regurgitated and plagiarized junk. What I found is that the best sources of inspiration and knowledge are real life stories, case studies, and the experience of trying, failing and eventually succeeding. That s not found in the wisdom of wannabe gurus who claim ownership of some magical formula that s guaranteed to work. It does not exist. In my world, nothing replaces focus and hard work. Work smart and work hard. Are you sure about that? The other factors I ve found that contribute to long term success (other than the ability to adapt to change) are humility and the continual questioning of everything...

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