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100 Great Businesses And The Minds Behind Them (MP3) (Audio Book)

By Ross, Emily

Bolinda Publishing Pty Ltd, 2007. CD MP3 format. Book Condition: New. Unabridged. 0 x 23 cm. Everyone admires entrepreneurs and wants to know how ordinary people took an idea and made megabucks out of it. Here's a revised and fully updated edition of one of Bolinda's best-selling business titles. This fully revised and updated edition of 100 Great Businesses & the Minds Behind Them provides an up-to-the-minute look at a diverse collection of people, their businesses and how they make their enterprises work. From risk-loving entrepreneurs Richard Branson and the boys at Google to self-starters like IKEA's Ingvar Kamprad; from one-person brands like Oprah to billionaire investment oracle Warren Buffett, this book delves into the hearts, minds and business plans of some of the world's most successful businesspeople. Profiles include creative geniuses such as food guru Jamie Oliver, vacuum-cleaner mogul James Dyson and accidental ice-cream entrepreneurs Ben & Jerry. This is an accessible collection of stories from Australia and around the world that offers inspiration, ideas and lessons on the principles of successful businesses. 100 Great Businesses & the Minds Behind Them looks at what makes entrepreneurs tick, what drives them, and highlights the pivotal moments in the lives of their businesses. It is...



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