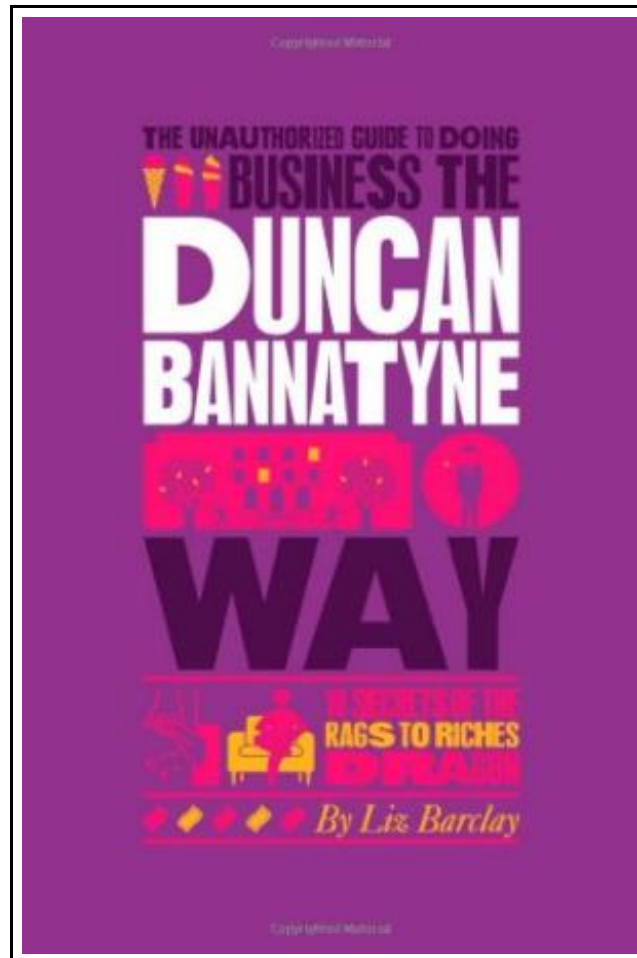


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THE UNAUTHORIZED GUIDE TO DOING BUSINESS THE DUNCAN BANNATYNE WAY: 10 SECRETS OF THE RAGS TO RICHES DRAGON



John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Unauthorized Guide to Doing Business the Duncan Bannatyne Way: 10 Secrets of the Rags to Riches Dragon, Liz Barclay, Straight-talking Dragons' Den star, Duncan Bannatyne, started it all with a single ice cream van and now manages a portfolio of leisure businesses and a high profile media career. So how did one of the UK's most successful serial entrepreneurs go from trouble-making schoolboy to OBE; from unemployment benefit claimant to multi-millionaire? The Unauthorized Guide to Doing Business the Duncan Bannatune Way draws out the universal lessons from Duncan Bannatyne's remarkable success and identifies 10 strategies for running a business that can be applied to any business or career: Anyone can do it Know yourself and fill in the gaps The right ideas are everywhere you look Don't skimp on the research Plan your enterprise Never mind the atrium! Have the right people by your side Make money, expand rapidly, then make more money Put your name over the door Give it all away before you die Want to be the best? The secrets of phenomenal success are in your hands. Check out the other Unauthorized Guides in this series: Richard Branson; Alan Sugar; Jamie Oliver; Bill Gates; and Philip Green .



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