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Lucky by Design (Paperback)

By Beth Goldstein

Dog Ear Publishing, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Beth Goldstein has taken her years of real world business experience and created a practical guide to help entrepreneurs navigate a lucky path to success. This book is a must-read if you want to accelerate growth at your company. Brian Moran, Executive Director/Sales Development - The Wall Street Journal This book is a must read for any entrepreneur who has wondered why some people seem to consistently benefit from lucky breaks while others seem to just miss. There are a number of things that an entrepreneur can do to improve their odds of success and in this book, Beth provides a clear and easy-to-follow process for any small business. Peter R. Russo, Director, Entrepreneurship Programs - Boston University School of Management This book shows that anyone can create luck in business with the right tools and effort. I feel lucky just to have read it! Barbara Weltman, Publisher - Big Ideas for Small Business Why Do Some Business Owners Appear To Have An Abundance Of Luck While Others Can t Get a Break? What Are Their...



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