

Fast Track Entrepreneur Success Leaves Footprints

Lessons in business success from the newest Dragon in town You no longer have to enter the Dragon' Den to get expert startup advice. In *Secrets of a Serial Entrepreneur*, Shaf Rasul distills his vast experience and knowledge into a practical business startup guide that takes you smoothly and successfully from idea to exit. Are you in? With tips and advice from Shaf, as well as examples and anecdotes from inside and outside the den, you'll discover exactly what it takes to be a successful entrepreneur. From starting up to buying and selling, from business plans to number crunching, *Secrets of a Serial Entrepreneur* shows you how to do it right first time. You'll find out: If you've got what it takes to be an entrepreneur How to set up and manage a business with confidence How to make a business profitable – fast Ten key things to know about finance How to be quick on your feet and beat the rest How to hire and manage the right people When and how to exit – and how to spot your next opportunity Who's the Man? Frequently featured in *The Sunday Times Rich List*, Shaf Rasul made his fortune in IT, property and asset management. In 2008 he was 19th in a *Management Today* survey of the UK's top 100 entrepreneurs and is one of the UK's most successful entrepreneurs under the age of 40. He co-presents the BBC's *Dragons' Den* spin off, *Dragon's Den Online*, an internet and mainstream TV phenomenon. "Shaf really knows his stuff – if you believe in your business, and want it to succeed, then read this book." —Kavita Oberoi, Founder of Oberoi Consulting and star of Channel 4's *The Secret Millionaire* "Seriously good advice for would-be entrepreneurs and those already in business, Shaf's 'tricks of the trade' tell you to do things properly – and this book shows you how." —Professor Sara Carter, head of Department, Hunter Centre for Entrepreneurship, Strathclyde Business School "Shaf has never hidden behind tired old clichés or business jargon – he's a straight-talking tycoon who tells people openly and honestly how to become a success in the cut-throat business world." —Matt Bendoris, *The Scottish Sun*

With retail e-commerce sales topping \$263.3 billion in 2013, and millions of people now flourishing as internet entrepreneurs, the web is the place for new businesses to be. This guide makes tapping into highly lucrative markets with an easy-to-start, inexpensive internet business easier than ever. Readers can use the successful strategies and extensive step-by-step process outlined in this book to turn their dream of entrepreneurship into a lucrative, online reality. With information on everything from choosing a domain and building a site to search engine optimization and cashing in on affiliate programs, this indispensable guide will become every "netpreneur's" business-building bible.

This pioneering book offers a unique constellation of essays focused on the important social and economic changes affecting educational institutions in China. It provides an in-depth examination of the potential and obstacles for business and management education in the world's second largest economy and most populated country. This volume is an essential resource for anyone with an interest in teaching, developing a new program, or entering into a joint venture in China. A wide range of topics, such as economic transition, pedagogical issues, professional training and alliance formation, are discussed from the standpoint of deans, educators, directors and consultants of educational institutions hailing from both the East and the West.

This is a practical guide for those studying business and management-related subjects at undergraduate level. Written in an engaging and clear style, the book helps students prepare effectively for assignments, presentations, examinations and dissertations, encompassing both business studies and the real workings of business.

Following the success of the best-selling 1st edition this revised NEW RELEASE 2nd edition is set to deliver even more. 'The surest way to achieve anything is to follow the success of someone who has done it.' Achieving success with anything in life is a learning process. This book reveals the three powerful yet easy steps guaranteed to fast-track your success. How to choose the business opportunity right for you, then develop it profitably is a skill that can be learnt. This book reveals the three powerful, yet simple steps guaranteed to fast-track your success. You will discover how to:

- Gain clarity, direction, and balance in life, enjoying more energy and fun.
- Breakthrough the mindset obstacles that are holding you back.
- Develop the skills highly successful people use to be effective.
- Find low-cost and work-from-home opportunities that give fast returns.
- Apply proven techniques for matching opportunities with your purpose.
- Master the fundamental principles for business growth and wealth creation.
- Connect with mentors who will guide you on the right path to your success.

David's system, *Mindset Mechanics Mentors®*, contains practical exercises and powerful learning tools to inspire, educate and encourage anyone with an ambition for achieving success.

There are all kinds of books of quotes, for this topic, and that topic, and then there is... "this" book of quotes that has the ability to change lives. A vault filled with real authentic jewels of wisdom passed on from the minds of the greatest thought leaders on business and life from our time and from decades and centuries before. The quotation marks have served as a vehicle to transport wisdom through the ages and continue to inspire greatness and change lives. I have searched high and low to find the most amazing quotes that I have ever seen. This book is meant to be a higher education contained in small quotations of living energy that jolt your thought process and cause a light to pop on and shift the way that you think. A quote from Oliver Wendell Holmes Jr. says that a mind once expanded by a new experience, never returns to its original dimensions. My goal for this book is to jolt you and stretch you mentally, spiritually and emotionally to new dimensions.

Business experts Stanton and George advocate a systematic approach and offer steps for assessing a product, defining its marketplace, sizing up the competition and structuring a campaign. Ninth in Merritt's "Taking Control" series.

SwitchPoints is the inspiring story of how Canadian National Railway (CN) advanced from good to great in a few short years—becoming North America's top-performing railroad and a favorite with of corporate customers and investors. In it, the authors reveal how company-wide culture change propelled this aging transportation giant to become the profitable powerhouse it is today. Rich with insights and anecdotes, *SwitchPoints* offers lessons that can be applied to any organization seeking to improve the bottom line by improving their culture.

42 WAYS solves two problems. "Which online money opportunities will work best for you?" and, "How to get started?" This eBook is far more than just a list of ideas to make money online from home. It uses familiar Emojis for easy navigation of the Quick Start Guides included for each opportunity. Simply follow the fast and proven steps to gain your share of this booming online income phenomenon. THIS BOOK IS IDEAL FOR:

- Teens, Students, and anyone who wants to make money from a home-based business. These money-making opportunities are well suited for the Crafty, Techy, Talented, Entrepreneurial,

Hobbyist, and even the Desperately Broke. Developed in conjunction with Enrichment Training Company and International Best-selling Author David Bunney, acclaimed for his publications of Success Leaves A Trail, and the Startup Business Series, this eBook has been specifically crafted to achieve easy results. YOU WILL DISCOVER HOW TO: · Gain the financial independence you deserve · How to match opportunities that will work best for you · Learn the skills and confidence to achieve your goals · Make a positive impact on those close to you · Have fun earning while doing what you enjoy · Feel good that you invested in your self-development · Simple Marketing and Secret Selling Tips 42 WAYS CHAPTERS INCLUDE: · Over 700 links to resources you did not know existed · 126 information videos and success stories · Useful Tools – Where to go, do, and get stuff FREE and low-cost Early Chapters. These include information regarding legal issues of Agreements, Copyright, Selling Accounts, Social Media, and Online Payments. It even has a solution for how under 18 years of age Teens can still develop an online business and work from home. Discovery Challenge. Exercises to help you perfectly match your hobbies and life interests to online opportunities. Learn how others are making money online from the very same activities you enjoy. Simple Marketing. Explained in simple terms including an easy infographic that instantly reveals the essentials of learning the sales process of any venture. Secret Selling Tips. These have been developed from the Authors' real-life experience and condensed into gold nuggets of information. Selling is not complex when you understand the reasons why people buy. Useful Tools. Where to Go, Do, and Get stuff FREE and low-cost. This becomes the most useful toolbox ever for links to resources most people do not even know to exist. 42 Quick Start Guides. The navigation of the 42 opportunities is easy and makes the information available at a glance and with a click. Some examples of the opportunities include: 1. Learn Affiliate Marketing 2. How do you start a candle business 3. Paid surveys for cash 4. Etsy crafts and marketplaces 5. Sell digital products online 6. Make money from photography 7. Selling handmade jewelry online 8. How to become a teenage influencer 9. How to do print on demand 10. How to start a blog and make money Glossary. No book is complete without the simple meanings of unfamiliar terms used in the book. Bonus Gift. Yes, as a thank you, a Complimentary Download is included of the Authors Best-selling Book; "SUCCESS LEAVES A TRAIL – Fast-track Your Success in 3 Simple Steps" WHAT OTHERS ARE SAYING ===== Highly recommended! This book is so thorough and well-researched, but my favourite aspect is your optimistic and encouraging tone that shines through. Just reading this book gives me good energy! Rebecca - 5 Stars ===== We Applaud Clever Thinking! 42 WAYS is so well suited for our International Students and is perfect for anyone seeking more from life. The opportunities presented are amazing and the layout makes it easy to use. Congratulations...Top Marks. Junaid CEO – ACMi Australian College of Management and Innovation Author's Note I truly hope this book inspires, educates, and encourages learning that helps create more harmony in our world. David Bunney Perth, Western Australia

The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including such hot topics as Buyer behaviour, Marketing strategy, Promotion and advertising, Pricing, Managing the marketing organization and Marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making. Learn what they teach you on professional marketing courses and at the world's top Business Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. This book includes detailed information on how to find and analyse market data on any business or market anywhere and online appendices that provide an invaluable guide to finding further information and free resources on each topic covered.

When was the last time you heard about Mark Zuckerberg, Elon Musk or Richard Branson? If you are like most people, you are told about the heroes of entrepreneurship every day. While this focus on the superstars makes entrepreneurship seem glamorous, it can also seem intimidating and an unrealistic career choice. This is entirely unnecessary—research clearly shows that anyone can learn to successfully launch and run a business. Demystifying the topic, "Entrepreneurial Living" explains entrepreneurship as something that can be measured and understood. It tells you how to get started with a hands-on guide to entrepreneurship. Using the analogy of a board game and illustrative examples, the book teaches you the fundamentals of entrepreneurial life.

If you want to accelerate your career development and transform your skillset, but without the price tag and two-year commitment of the MBA, this is the book for you. The 30 Day MBA covers the 12 core disciplines of business: accounting, finance, marketing, organizational behaviour, business history, business law, economics, entrepreneurship, ethics and social responsibility, operations management, research and analysis and strategy. It provides the tools and techniques you need to seize business opportunities and implement strategies successfully. Complex concepts are explained in simple and practical terms, helping you to apply high level concepts to the real-life world of business. The 30 Day MBA also contains insightful case studies from leading organizations including IKEA, Cisco, Cobra Beer, Heinz, Shell, Hotel Chocolat and Chilango, to help keep you right up-to-the-minute with current trends and inspire you to explore new concepts. This book equips you with essential hard knowledge, but also helps you understand how business and current thinking is shifting in today's turbulent global markets, and broadens your mind with the knowledge and confidence to excel in a competitive career.

This Harvard Business Review collection, featuring the work of celebrated author and advisor Michael D. Watkins on leadership transitions, includes the international bestseller The First 90 Days, Updated and Expanded as well as the 2012 Harvard Business Review article, "How Managers Become Leaders."

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R. Dennis Bevans started his federal career as a file clerk in 1960, and moved ahead rapidly into senior level positions during the most vibrant period of domestic policy expansion in history, while working closely with high-ranking officials. Over twenty-eight years Bevans helped shape and refine many programs which were based on the broad vision of President J.F. Kennedy, but enacted by Congress as the Great Society due to the imposing legislative skill and initiative of President Lyndon B. Johnson. Never better than when they were first launched, eventually politicians started to apply increasing amounts of money and less management oversight at failing federal programs, and to organizationally elevate agencies for all the wrong reasons. He requested early retirement in 1988 while working within a stalled, impotent, and demoralized Department of Energy. Fast Track Bureaucrat: An Insider's Story of Service, Survival, Success, Solutions provides a unique, compelling look into an incredible career as it unfolds inside numerous executive branch departments and agencies, including the Nixon White House. Learn about Bevans' many insightful suggestions for managerial, program, and civil service reform.

FREE Millionaire Fast-Track Program for every reader! (\$2,150 Value!) See Appendix for Full Details. Listen to what these successful business leaders have to say about The Maui Millionaires for Business! "Brilliant! David and Diane will help you to not just make money building your business, but more importantly, you'll learn to do it in a way that creates true freedom. Read this book!" --Joseph Guerriero, Publisher, Success magazine "David and Diane have done it again! They share the practical secrets that anyone can follow to build both a successful business and a successful life." --Beverly Sallee, Maui Millionaire and President Premiere Training Concepts LLC "We never dreamed that we'd be able to quit our jobs as Los Angeles police officers and successfully start up our own businesses, let alone succeed on the level we have. The ideas in this book worked for us, and they will work for you. We now get to wake up every day living our dream life!" --Kelly and Ruperto Fabros, Maui Millionaires and founders, Grasslands Investments, LLC "If you are ready to take your business to the next level, then this book is a must-read!" --Elizabeth Kanna, cofounder and CEO, DreamInYou.com "The concepts and strategies I learned from David and Diane gave me that final ingredient I needed to strengthen my business and successfully sell it for a big profit. This book is a must-read for any business owner who wants to build a truly passive business and learn the skills to grow their wealth." --Blake Mitchell, Maui Millionaire and commercial real estate investor and syndicator

Entrepreneur and CEO of Boujee Beards, Geno Bowie, gives you the psychological core skills you need to become a successful entrepreneur. He has been through the rigors of becoming a businessman due to not having the right peers and mentors. He also was beset with self-doubt, but once he understood that it was all in his mind, he went on to establish one of the most successful beard product lines on the market. His experience of failure is what has prepared him to write a book of this magnitude. He used his shortcomings to propel him in every facet of life and now his main focus is you. Geno gives you those same lessons with the hope that you can avoid setbacks and become more successful than he is. He wants you to pursue your dreams and attain every goal you have set for yourself. In this book, you get a close look at just what it takes to become a successful entrepreneur in 2021 and beyond.

EVERYTHING YOU NEED TO ACCELERATE YOUR CAREER A complete resource to show you get ahead as a manager faster by gaining a clearer understanding of risk management. Fast Track to Success brings together the latest business thinking, practical techniques and cutting edge online material. Risk management has become a hot topic since the economic downturn. By the end of 2009 half of all companies employed a dedicated risk manager, compared with only 12% in 2008. Fast Track to Success: Risk Management shows you how to quickly assess your current state of risk management effectiveness using a simple framework. It goes on to show you how to develop your own approach to risk management. FAST TRACK books all feature the following: - A combination of skills development and career development that includes a framework to help you develop your career as well as produce terrific results. - A clear structure which makes it easy to navigate information quickly. Summaries, quick tips, FAQs and Expert Voices help you find information quickly. - Fresh, contemporary full colour design. - Real life stories to give examples of what works and critically what doesn't. - Custom-designed, highly interactive companion website www.fast-track-me.com

Fast Track to the Top guides you through practical programmes based on the 10 Key Skills common to successful people, enabling you to profile your personal skills, assess your potential and learn how to achieve your goals.

I don't know of a single Executive Education business or training organisation who would not get some type of improvement by using the strategies in this book. Contrary to media coverage, growing your Executive Education business or any type of training business for that matter is not down to magic or superhuman business acumen. It has everything to do with understanding the way your customers think, out-thinking your competitors and combining a stream of innovative courses, services and messages into an unbeatable value proposition. This book gives you the ammunition to rapidly boost your competitive advantage, leading to increased bookings for courses and development programmes virtually overnight. This book shows you: • How to take control of your results • Why you should rely on your intuition to understand your industry • 12 ways to write winning headlines and subject lines • Why emails must be under 30 seconds long • How to get more clicks from SEO without increasing your rankings • Slash your Pay per Click costs and get more quality prospects • The type of content marketing that works • Why you won't need to create content from scratch • The lead generation system that outperforms your website by 1600% • How to choose your markets and make growth easy • £billion strategy levers • 6 Rapid Business Multipliers you can apply right away • The Significance of A/B Split Testing for breakthrough performance • Why you need more than marketing skills to succeed - 5 management tools for you • Where to target your efforts in social media marketing • Plus much more..

In Fast-Track Triathlete, elite triathlon coach Matt Dixon offers his plan of attack for high performance in long-course triathlon—without sacrificing work or life. Developed for busy professionals with demanding schedules, the Fast-Track Triathlete program makes your PR possible in Ironman®, Ironman 70.3®, Rev3, and Challenge triathlon in about 10 hours a week. Training for long-course triathlons once demanded 15-20 hours each week—on top of work, family, travel and other time commitments. For many, preparing for long-distance triathlon is more challenging than the race itself. Now Fast-Track Triathlete opens the door to your best performance in full- and half-distance triathlons in half the traditional training time. Dixon's laser-focused, effective approach to workouts, recovery, strength and mobility, and nutrition means you can prepare for triathlon's greatest challenges in just 7-10 hours per week for half-distance and 10-12 hours per week for full-distance. Fast-Track Triathlete includes • Dixon's complete guide to creating a successful sport and life performance recipe • How to plan out your triathlon training • Scaling workouts for time and fatigue • Training and racing during travel • Executing your swim-bike-run and transitions plan on race day • 10-week off-season training program with key workouts • 14-week pre-season training program with key workouts • 14-week comprehensive race-prep full and half training plans with fully integrated strength and conditioning Dixon's first book, The Well-Built Triathlete, revealed his four-tiered approach to success in all triathlon race distances. Fast-Track Triathlete turbocharges Dixon's well-built program so even the busiest athletes can achieve their long-distance triathlon dreams without sacrificing so much to achieve them.

The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering 13 key topics which fall under three main headings - the Fundamentals of Business Finance, Corporate Capital Structures and Financial Strategies and Special Topics. Learn what they teach you at the world's top accountancy firms and Business Schools and why it matters to you. With guidance on understanding financial reports, assessing the credit worthiness of business partners, determining profitable strategies, raising finance and ensuring proper records, this book contains everything you need to eliminate gaps in your financial knowledge, think like a financial strategist, move out of your disciplinary straight jacket and become a top manager.

The only comprehensive textbook on Europe's business environment, examining the region's economics and policies in social, political and historical contexts.

As entrepreneurship education grows across disciplines and permeates through various areas of university programs, this timely book offers an interdisciplinary, comparative and global perspective on best practices and new insights for the field. Through the theoretical lens of collaborative partnerships, it examines innovative practices of entrepreneurship education and advances understanding of the discipline.

Master Powerful New Ways to Manage Innovation, Projects, People, and Performance! Three great books present breakthrough techniques for managing innovation, projects, people, and business performance! Innovation: Fast Track to Success presents a practical framework for identifying new commercial opportunities and developing new and better ways of doing things.

This integrated framework helps you get all six key elements of innovation right: planning, pipeline, process, platform, people, and performance. Project Management: Fast Track to Success shows how to adapt and simplify project management tools and techniques to make them maximally relevant to modern business operational activities. Finally, in Managing People & Performance: Fast Track to Success, David Ross shows how to get the best possible performance out of every member of your team, whatever their personality or skillset. Ross shows how to build a high-performance team by gaining deep insight into each individual team member and motivating them to work together to deliver the results you need. Together, these three books will teach you the key skills you need to excel as a manager--and accelerate your career development! From world-renowned leaders in optimizing business performance, including Andy Bruce, David Birchall, Patrick Harper-Smith, Simon Derry, and David Ross

This new, innovative textbook provides a highly accessible introduction to the principles of marketing, presenting a theoretical foundation and illustrating the application of the theory through a wealth of case studies.

True story from one of the world's most successful Internet Marketers. Follow the steps that have led Armand to make millions of dollars. Learn to quickly and easily recognize great

opportunities by using Armand's Opportunity Matrix. Insights on how to think and perform like a millionaire. Discover the five elements necessary to accomplish anything in life. Success Leaves Traces is a way of re-engineering any task that anyone has ever done and make the process your own. Learn ways to get more out of a small team than most companies do with giant ones. How to gain focus and stay on task to accomplish all of your goals. Understand the "Stop Factor" and how to avoid it so it never stops you from moving forward again.

"At last, a book that focuses on trendsetting thinking and research in the field of entrepreneurship and sets an agenda for current and future movements in the field. The aim of the book is to advance entrepreneurship research, focusing on the following four key movements: broad movements within the academic field of entrepreneurship and how to move it further in terms of new frameworks, theories and methodologies movements in the concept of entrepreneurship through project-based, action-based, enactment based and discourse-based approaches knowledge-based entrepreneurship and the processes in which the role of universities, new organizations, regions and cities are connected and exemplified global, ethnic, transformed and new economies and how entrepreneurship contributes to renewing economies and moving beyond just economics to view the effects of entrepreneurship on societies."

There are hundreds of books out there on sales, but 7 Secrets to Successful Sales Management is one of the few aimed directly at the most critical person in the sales organization: the sales manager. A practical, hands-on guide, the book presents an integrated approach to sales management and combines the author's experience with innovative strategies for motivating your sales force, recruiting quality sales people, and training new employees. Written by a grizzled veteran, the book reflects his success and allows you to learn from his mistakes. As Jack Wilner is fond of saying, "Nothing in this book is theoretical. It's all based on one thing and one thing only-what works!"

As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is at its highest. With thorough explanations to describe the current international business environment as well as international case studies which include IKEA, J.D. Wetherspoon, Dell, Amazon and Indian car brand Tata Nano, The 30 Day MBA in International Business will boost your knowledge and help you play a more rounded role in shaping the direction of your organization. It covers all the essential elements of international trade and business, including international marketing strategy, managing international organizations and selecting global strategic partners as well as finance, accounting and human resource management. The 30 Day MBA in International Business is packed with links to free resources from the top business schools as well an online list of sources to keep you informed on all the key business issues.

20 rules to start a successful business today What do the pits of the Chicago and New York trading floors, Lehman Brothers, the Russian mob, addiction, alcoholism, starting businesses with nothing more than an idea, and Central and Eastern Europe all have in common? They have all played a part in the remarkable life story of Paul Oberschneider. An extraordinary entrepreneur who has built a \$200 million business from scratch... in a foreign country and market he had no experience of, and no connections in (he didn't even speak the language)... starting with just \$400 in his pocket. Paul's business success has included: - Building 2 million square feet of shopping centre space - Building 5 five-star boutique hotels in Estonia, Latvia, Lithuania, and Poland - Building an agency business of 850 people across 6 countries with 35 offices - Starting a mortgage company - Growing a chain of healthy fast food restaurants in London from 4 to 19 in just 18 months

A top team needs top players, but successful managers also know how to get the best possible performance out of every member of their team, whatever their personality or skill set. To build a high performance team you need to know your team members individually and be able to motivate them to work together to deliver the results you need. This book will teach you the key skills you need to create, develop and manage a high performance team and, at the same time, accelerate your career development.

Join the thousands of professionals who have already gotten Insidethe Technical Consulting Business -- and discover how to channelyour technical know-how into an exciting career as an independentconsultant. This Third Edition of Harvey Kaye's bestselling guidegives you the focused, no-nonsense help you need to start and runyour own consulting practice in today's ultracompetitiveenvironment. What's inside: Setting up your consulting business.The lowdown on finances, record-keeping, office space, taxes, andchoosing the form of business organization that's right foryou. Insider's guide to proposals and contracts. Gives plenty ofexamples to use in your own consulting practice. Marketing secrets your boss never told you. Tips on creating demandfor your services and keeping your clients coming back for repeatbusiness. PLUS ALL-NEW MATERIAL ON: * Creating your personal strategic marketing plan. A step-by-stepguide to developing and maintaining your competitive edge. * Learn from the pros. "Meet the Pros" interviews show howsuccessful consultants handled some of the very problems you'relikely to encounter. * Building successful client relationships. The inside scoop onkeeping clients happy while protecting your own professionalinterests. * The technical challenges of consulting. A consultant's primer onproblem-solving, coping with the information explosion, andorganizing for maximum productivity.

A basic, how-to guide for building a very real and attainable top-paying future. Addressed to self-starters, listing includes only those careers that require no extensive training or lengthy academic preparation; i.e. investment banking, real estate sales, executive search, Wall Street trader, securities trader, securities sales, stock broker, securities analyst, cable TV, public relations, broadcast journalism, auctioneering, restaurateurs, chefs, hotel management. Readers will learn the Who, What, Where, and Why of each field. Each job chapter includes entry-level and long-range earnings employment outlook for the 1980's and 1990's, day-to-day activities and responsibilities, personality and image appropriate to the position, minimum education requirements, best geographic locations, facts about each field's top employers, the perfect resume or letter for obtaining an interview, interviews with those with hiring authority, grooming your career once you are in, special benefits in each industry, personal anecdotes and advice, and where to get more information.

GET THE RESULTS YOU WANT IN STRATEGY. FAST. To move up the business ladder, you will need to get involved in creating strategy and gain experience in the more common strategic techniques. More importantly, you need to focus on the really valuable activities – good networking, crisp planning and effective implementation. Fast Track to Success: Strategy will teach you the key skills you need to excel in strategy and accelerate your career development. It includes: Strategy in a nutshell - a series of FAQs to give you a concise overview of the subject The top 10 tools and techniques to develop your approach to strategy Advice on leading your team – how to decide your leadership style and build your team Simple checklists to help you identify the strengths and weaknesses of your capabilities and those of your team Tips on how to progress your career, whether it's your first 10 weeks in the job or whether you're looking to get right to the top Don't get left behind, set out on the Fast Track today. For more resources, log on to the series website at www.Fast-Track-Me.com. EVERYTHING YOU NEED TO ACCELERATE YOUR CAREER

The classic Marketing Management is an undisputed global best-seller - an encyclopedia of marketing considered by many as the authoritative book on the subject. This third European edition keeps the

accessibility, theoretical rigour and managerial relevance - the heart of the book - and adds: * A structure designed specifically to fit the way the course is taught in Europe. * Fresh European examples which make students feel at home. * The inclusion of the work of prominent European academics. * A focus on the digital challenges for marketers. * An emphasis on the importance of creative thinking and its contribution to marketing practice. * New in-depth case studies, each of which integrates one of the major parts in the book. This textbook covers admirably the wide range of concepts and issues and accurately reflects the fast-moving pace of marketing in the modern world, examining traditional aspects of marketing and blending them with modern and future concepts. A key text for both undergraduate and postgraduate marketing programmes.

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