



How to Become a Business Success Magnet

Greg Parry

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Success in business is not an accident. it's a result of doing the right things and doing them consistently. But with so many conflicting ideas about the mechanics of success, it's time to brush away the debris of outdated theories and focus on the essential principles that govern real-life, sustainable success. This is a manual for anyone who harbours an interest in being more effective in their lives, in their work and in achieving their goals. Guided by some of the most successful entrepreneurs of the modern age, an extraordinary ensemble of self-made billionaires, the methods have been tested in the furnaces of industry, in the boardrooms and shop floors of manufacturers, in the techno start-ups of Silicone Valley and in thousands of small businesses around the world. The Business Success Book has been designed to provide you with the core principles that support and encourage commercial success from start up to exit. Learn how to identify your business goals in the clearest possible terms Develop a powerful and motivating set of objectives Build an unstoppable sense of Mission Identify your skills and what you will need to get to the next levels Add resilience to your list of strengths Encourage resourcefulness across all levels of your business Understand and master the meaning of cash flow Become a better and more complete manager Make the best use of targets to grow your business and keep it soaring Get to grips with your finances and put yourself fully in control of the business The secret of driving the competition into the dust Banish the illusions of fear and put your energy where it belongs to deliver your goals Respond immediately to failure and revitalise your vigour and commitment to success Plan your exit strategy right from the start Appreciate and enjoy all the rewards of your success Make every day count and deliver the results that lead to your personal business goal The lessons and techniques in this book have been shared and communicated by a group of exceptionally successful individuals, men and women whose financial acumen led them to the heights of personal wealth and an unequalled understanding of precisely what is required to take a business from its pre-launch preparation to its most successful expression. Whilst the world is awash with experts and analysts and advisors, precious few of them have ever achieved the results they encourage others to pursue. The methods are often deceptively simple and perhaps that's why they are so often overlooked by businesses of all shapes, sizes and backgrounds. Their importance to the overall success of any enterprise should never be ignored. The world of business is littered with the wrecks of the supposedly wise yet unwary captains who steered their vessels onto the well-advertised rocks of disaster, as if the rules somehow didn't apply to them. The book seeks to chart the safe passage that leads to sustainable and profitable success. It is perhaps one of the enduring legacies of those exceptional self-made entrepreneurs who provided the inspiration and much of the content for this work. You might not enjoy the great good fortune to sit in the company of an unimaginably successful entrepreneur and get a glimpse first hand of the principles that led to their success, but much of that wisdom and energy has been distilled into this manual for the benefit of future generations of bold and ambitious entrepreneurs. Whether you're an employee in an organisation, a manager struggling with the challenges and responsibilities of a demanding job, a director dealing with the distractions of boardroom politics or an embryonic entrepreneur dreaming of building an exceptional business, this book is dedicated to you.

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