

The Equation



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出版者:Wiley

出版时间:2008-12

装帧:Hardcover

isbn:9780470343807

More than just another business self-help book, The Equation is a groundbreaking formula that looks at how all business is an art. The book will help business people rethink how they manage their art form and help businesses accelerate their productivity by creating a corporate culture driven by passion and zeal, as art is. The book will help entrepreneurs rethink how they manage their art form and help businesses accelerate their productivity by transforming corporate culture to be driven by passion and zeal, as art is. The Equation ($L/A \times S = B$) reveals a foolproof blueprint for business and life. Readers will learn that, first you have to love what you do (L) and become a highly-skilled artist at it (A), while developing promotional and marketing tools to gather public and professional support (S), which ultimately leads to big business (B).

作者介绍:

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