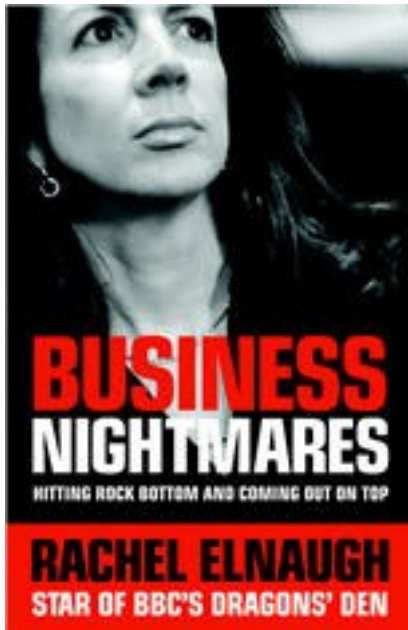


Business Nightmares



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著者:Rachel Elnaugh

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Review

A valuable check-list of what not to do in business, and how to create plans for worst-case scenarios --Esquire

Elnaugh talks frankly about her fall from grace --Virgin Radio

A warning of the bear traps that wait in line for business owners

--Stephanie Welstead, Growing Business magazine

作者介绍:

Rachel Elnaugh, entrepreneur and founder of Red Letter Days, announces her book Business Nightmares. Brought to fame as the original female Dragon in the BBC TV cult business show Dragons' Den, Rachel had achieved success at the helm of the a multi-million-pound company. Here, for the first time in her own words, Rachel speaks about her dramatic fall from grace and the spectacular, high-profile collapse of her market-leading business, Red Letter Days. Rachel has used her experiences to persuade 20 of the world s most successful business personalities including Jeffrey Archer, Simon Woodroffe, Doug Richard and Gerald Ratner to talk about their own troubled times in business. Here in Business Nightmares they divulge what it felt like in their darkest hour, and how they faced the dawn...

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