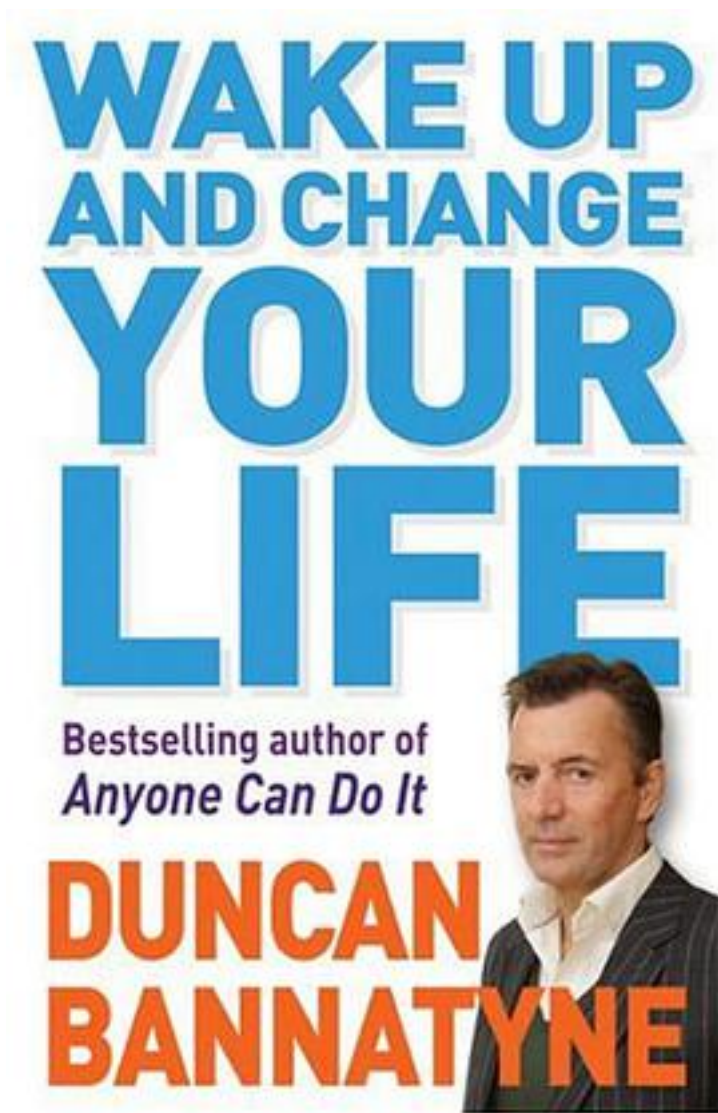


Wake Up and Change Your Life



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著者:Duncan Bannatyne

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Duncan Bannatyne reveals how to set up a business and make it a great success. Having started out with ice cream van, he knows exactly how it can be done—and how to avoid the pitfalls along the way. In a series of clear and easy-to-follow chapters, Duncan removes the barriers to getting started as an entrepreneur, and helps to plan a way forward through those potentially difficult early days. He shows that there is no substitute for hard work, and insists that you must be completely honest with yourself about your own strengths and weaknesses if you are to succeed. He outlines the key attributes you will need and how you can develop them to achieve your dreams. Backed with fascinating examples from his own career and case studies from a wide range of other entrepreneurs, this book provides the perfect wake-up call for you to change your life for the better.

作者介绍:

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