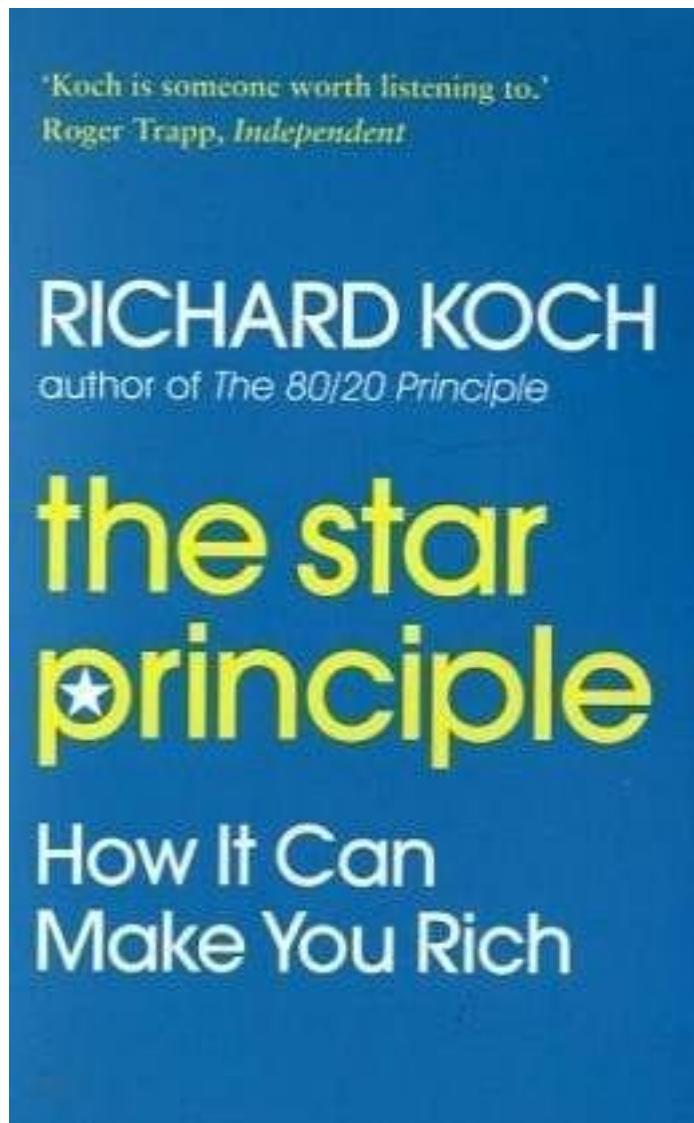


The Star Principle



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Star business are start-up companies that operate in high-growth areas and quickly become market leaders. In this essential business guide, acclaimed entrepreneur Richard Koch demonstrates the secrets behind riding star businesses to success. Information is provided both on how to establish a star business and on how to invest in and profit from existing companies that are bound for growth. Warnings on avoiding false stars is also included, along with a number of examples of how existing companies established themselves as industry leaders.

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