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with over 200 tips on how to succeed in business this book is a must read for anyone business wanting to succeed it's perfect for business owners managers and event business coaches and accountants donna uses her nearly three decades of real life experience plus some formal training to cover everything you could possibly want including accounting bookkeeping business improvement goals plans objectives kids family home based businesses networking sales marketing people communication processes procedures social media staff recruitment time management and so much more the delivery is in a simple to read format in conversational english which is not overly technical or complicated designed to be read by one and all its delivery makes it not only informational but pleasant and comfortable reading the tone is always positive and motivational whether you want to know how to get the most out of your bookkeeping maximise your staff's input or learn about the benefits of social media this is a have it all book that covers everything all in one spot donna's experience spans both accounting bookkeeping and human resources and having run her own multi award winning business for over 11 years she's writing from a point of expertise not just from her formal qualifications but having worked out there in the real world for so long this book is the first in a three part series called the stepping stones series donna is not new to writing she has co written a number of books plus has had dozens of articles published with my business magazine and working women magazine already book one titled stepping stones to business success has received rave reviews including great practical how to tips for the small business world presented in a very reader friendly format colleen tarrant cpd accountants donna stone's bright heartfelt writing makes business seem like fun but also conveys useful information that will remind anyone in business of the fundamentals that make a profitable difference simon sharwood editor my business magazine finally a business book that has it all you'll find yourself shaking your head in disbelief on how easy it is for business success this book or business bible is for all levels of business owners and managers it will save you and your business time and money i educate business owners everyday and now have a secret weapon stepping stones to business success is a must for all business owners and managers nathan mcdonald business strategist coach donna has written a fantastic guide

of tried and tested tips to success you can sense the experience she has been through in each and every one of them all businesses no matter what stage they are at would benefit from reading this book and keeping it close by anita plath president redland city chamber of commerce this book is an absolute must read for anyone wanting to succeed in business and enjoy life while doing it donna stone is proof that a challenge is an opportunity in disguise she is a remarkable businesswoman who embodies the personal characteristics of strength courage and commitment kay danes international bestselling author and last but not the least stepping stones to business success is a great resource tool for any business owner i m often heard saying you don t have to implement a thousand things to make a difference in your business just implementing two or three things can make a big difference to the bottom line this book gives you practical ways on how you can start to improve your business mal emery australia s millionaire maker malemery combut don t just listen to these people accountants business coaches strategists and millionaire makers grab a copy today and change your business you deserve to succeed many fine things can be done in a day if you don t always make that day tomorrow

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if you're like me you probably have 100 business books on your shelf collecting dust some of them you've read some of them you had hopes of reading but life just got in the way each of those books probably followed a theme and had one important underlying message to share with you hundreds of pages thousands of words but only one golden nugget of underlying wisdom all that reading for just one golden nugget imagine if you could have one book that gave you 100 golden nuggets less dust less clutter just one book to always have by your side and reference whenever you need to well that's the better business book it's your one stop shop for crystal clear business advice that you can use to grow your business and live the life you've always wanted the better business book is better than your average business book that's how we came up with the title it consists of 100 people each sharing their most valuable business lesson a real story from their business experience and the lesson they learned from it each time you read it you will learn something new guaranteed we hope you enjoy reading this book half as much as we enjoyed creating it for you authors unite

efforts and courage are not enough without purpose and direction john f kennedy this quote is clear we are well advised to pursue success in business with purpose and direction business spans a wide range of skills of which marketing is the most dominant this book covers the skills necessary to become successful whether you are selling products services or a derivative of both it is fascinating to note that the topics covered here by celebrity experts or most of which are marketing related include ways to build a business use of social media planning strategies for businesses brands branding determination motivation commitment advertising in the new economy mindset passion the importance of ethics in business these subjects are covered by business icons that include brian tracy leigh steinberg robert allen ron legrand and chris attwood janet bray attwood among others the wealth of business information in this book from celebrity experts or authors make it a must read winston churchill said success consists of going from failure to failure without loss of enthusiasm however by sharing the knowledge of these proven business experts you will shorten your journey they will help you avoid the mistakes they made along the way and move you towards your goal quicker than you could ever do it on your own this may truly be the only business book you'll

ever need

if you believe that being your own boss can be a great career choice success is what you decide it is doing what you have a passion and talent for can be very profitable monetary risk hard work and new ideas should be financially rewarded understanding the business basics every successful owner focuses on and in what order would be beneficial success works for you only after you ve worked for it marketplace battles are won before they are played knowing what owning a business is really like would make ownership success a lot easier change can create great opportunities knowing when to exit a business is as important a life and business decision as becoming an entrepreneur in the first place then the facts of business life is for you written by a successful business owner with four decades of experience the facts of business life is full of real world concepts that owners must use and embrace if they want to become and stay successful this multiple award winning book has been endorsed by some of america s top business leaders like steve forbes and ken fisher and has been recognized as one of the best five business books of the year and a must read for entrepreneurs or those wanting to be one mcbean begins with clear explanations and real life examples of the seven facts of business life that every successful business owner knows and executes consistently including exactly what they are as well as how and when to use them he then goes on to show how those facts impact on the five levels every successful business passes through from ownership and opportunity to moving on when it s time to go explaining that while the facts themselves remain the same as a business becomes successful and moves through its life cycle the way they are applied must change to fit changing circumstances but there are even more reasons why this breakthrough business book is a must read including its principles are based on the author s own experience in starting and running successful businesses in a variety of industries it shows that the most successful businesspeople create profitable opportunities rather than wait for them to present themselves it enables readers to analyze the likelihood of their own success based on the characteristics most successful owners have it reveals the 1 priority for all owners and their employees and why every owner needs to continually focus on it hint it s not being profitable it emphasizes that becoming successful is no guarantee that success will last and that success itself can be a trap that eventually leads to failure it shows that a business s culture isn t just a mission statement but also the processes created to operate the business and the employees who implement them it discusses the steps that must be taken even before a business is started to increase the odds of its becoming a lasting success it covers every step in a business life cycle including the last one showing that the best time to exit a business is when you don t have to and that unless you pick that time someone else will many business books increase their readers knowledge the facts of business life not only increases that knowledge it shows you how to turn it into profits

the time for different is now tap into the insights of our leading business minds and thought leaders and equip your business for a successful new way of doing business the world of business is tough especially today we know that now is the time for exponential acceleration adaptability agility and adjusting a time for resilience perseverance and courage where the frames of reference that so many of us have held onto for so long are simply no longer relevant but you may be stuck you may be frozen and fearful and feeling panicked you may be worried and feel weary your vision may be blurred and you may feel unsure of yourself yet you have a business to run and staff to look after

if you are feeling some or perhaps all of these things take a deep breath help is at hand with over forty chapters of wisdom insights experience suggestions and advice from some of our leading business minds and thought leaders you will find pure gems of information ideas and solutions on each page of the book every business owner must read adapt respond and define your new ways of thinking to help you succeed get your pen and notebook ready start reading and make notes and lists of what you can do today to not only survive but thrive as a business

straight to the point and matter of fact business expertise from an experienced past and present business owner this book captures the necessary skills to be successful in operating a business as an entrepreneur or senior corporate manager kevin regular has taken his business and corporate experiences to develop a business guide for those committed to becoming leaders in entrepreneurship as well as corporate management the topics discussed in business smarts lead to business success are current in today s marketplace can be applied to any business and discusses the issues facing business professionals today and for years to come this is real life material condensed in a book which is better than classroom learning on its own business smarts lead to business success elaborates on four foundations which are knowing what you want going after what you want keeping what you have and managing it more than a book but a reference for developing business maintaining business and successfully managing staff the areas discussed in this book not only build the foundations for business success but these rules are proven and timeless in having a strong business intelligence for entrepreneurs executives and managers the chapters to be discussed are chapter one know the company vision to see business develop you must understand why you are in business and be able to clearly explain the value that your business provides in society if you want to stay in business chapter two business development if you don t have the right people in the right places at the right time you will not see your business grow a group that works together is successful in its efforts to develop business chapter three pursuing business pursuing business and winning business is about understanding your business capabilities without having the right mixture of business capabilities your business will not stay in business chapter four negotiation negotiation is not about just getting a good deal negotiating the right way is about building relationships while getting a good deal don t burn your bridges chapter five contract importance don t be afraid of signing contracts and being in a binding relationship contracts are agreements that show that you as a business professional can come to an agreement chapter six risk mitigation be smart be proactive and have plans in place to avoid or limit risks to your business by understanding what you can do to keep business operating when risks occur chapter seven understanding your competition your competition will watch your every move and may even pretend to be a potential business partner but these are wolves in sheep s clothing beware chapter eight peril at your competition s hand keep your business information secure understand what you can do to protect your proprietary information and other business secrets chapter nine innovation v s stagnation businesses that choose innovation will long outlast those that do not choose innovation always rethink how you do what you do and challenge yourself chapter ten the importance of diversifying business understand the market and always think of complementing what your business offers with services and products that will introduce you to a wider market chapter eleven value driven trends can be identifiers of the direction of the market but focusing on continuously adding value is the only way to stand the test of time as a long lasting business chapter twelve how does your organizational performance impact business development making sure your staff

is emotionally satisfied is more important than you think a dissatisfied staff will lead to dissatisfied customers chapter thirteen managing your people for success managers and business owners must have several skills to lead successfully business smarts lead to business success discusses what s needed

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