



4 Magic Steps to Double Profit: An Allegory Emphasising Key Action Points for Entrepreneurs and Leaders to Maximise Profit (Paperback)

By Jeremy Rudd

Squawk Publishing, 2017. Paperback. Condition: New. Richard Mayes (illustrator). Language: English . Brand New Book ***** Print on Demand *****.How do you start a business? How do you make a profit? Is my business profitable enough? How do I know what techniques to use to increase profit and customer satisfaction? What must I do next, what are my competitors doing, what is market research? Where has my cash gone. These are questions I have been asked all my life - because it is what Entrepreneurs and Leaders are always asking themselves. The answers about running a business for profit and cash are here in this book, it is an allegory following Jo start a business aided by her teddy bear, dormice, Grandpa and finally learning about big bird Squawk s key action points; follow her learning curve and it will help you improve your business on a daily basis. An enjoyable and thought-provoking read bringing out a clear focus on the key things for profit that all managers need to concentrate on - whether that s for a large or small business. David Tydeman, CEO OYSTER Group. The book is fun and thought provoking; it will help you improve all...



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Reviews

This publication may be really worth a go through, and a lot better than other. It really is written in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Natalie Abbott**

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be play, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

-- **Rene Olson**