



ALPHA DOGS HOW YOUR SMALL BUSINESS CAN BECOME THE LEADER OF THE PACK (Paperback)

By Donna Fenn

HarperCollins Publishers Inc, United States, 2007. Paperback. Condition: New. New edition. Language: English . Brand New Book. Outsmart your competitors, leap to the head of the pack, and become an alpha dog! How does an average company distinguish itself in the marketplace, generate higher sales than its competitors, and earn the lasting loyalty of customers and employees? Alpha Dogs tells the inspiring stories of savvy entrepreneurs who discovered the perfect formula and rose to the top. In her personal and probing style, Donna Fenn, a twenty-year veteran of Inc. magazine, introduces eight men and women who share their hard-earned insights and practical tips--from Chris Zane, whose retail bike shop has perfected the art of customer service, to Deb Weidenhamer, who transformed a sleepy auction house with her innovative use of technology. Alpha Dogs is a practical guidebook for every current and aspiring self-starter who wants to stand out and succeed.

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