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155 Words You Need to Know: Practical Wisdom for Creative Entrepreneurs

By Lela Barker

Triple C Press, United States, 2012. Paperback. Book Condition: New. 251 x 173 mm. Language: English . Brand New Book ***** Print on Demand *****.For the last decade, Lela Barker has been busy building her personal empire. Blessed with an innate business sense but no college degree, she has founded a successful international beauty company, a nonprofit and a small business consulting firm. 155 Words You Need to Know: Practical Wisdom for Creative Entrepreneurs is the culmination of all the times she longed for a mentor to help navigate the dizzying maze of entrepreneurship. It s the wisdom that sprung from the countless times someone asked a question during a meeting using a term she d never before heard. Furiously scribbled foreign words were scrawled across paper and evenings were spent knee-deep in Google(r) searches to give them context and meaning. This wisdom didn t come from textbooks or sitting through a class; it was hard-won and personally developed through years of trial and error, victories and stumbles, triumphs and tribulations. 155 Words You Need to Know: Practical Wisdom for Creative Entrepreneurs is your personal small business concierge. This beautifully designed guidebook will illuminate the who, what and how of...



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