



Beyond Your Successful Startup: Building a Business (Paperback)

By Tom Larsen

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand ******. Moving from Startup mode to business building mode requires a new and different perspective. Startups are about a product or service that gets revenue flowing. Business is about building something that lasts. Many Successful startups never really achieve sustainability. Tom Larsen works through situational story-telling which brings clarity to the topics and choices that a budding entrepreneur or growth oriented business owner needs to consider to look at their own core to establish practices and awarenesses that will attract revenue and stand the test of time. The author has spent an entire career in sales marketing as well as owning a consumer product business for 14 years. This book categorizes 80 blog posts on topics that create a core identity from which to develop a long term reason for a business to exist, combined with the insights on how to build sales, marketing and infrastructure to achieve success. Whether you or your business are just starting or have reached a sales plateau, this book will inspire you to look at you and your effort from the outside to ensure you are creating...



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