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(Prof. Charles Boehm)

STARTUP BLUNDERS: DON T MAKE THE SAME MISTAKE (PAPERBACK)



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Groganbooks.com, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. In this study of advanced small business tools and survival systems, we look back in time to see our future. We explore the reasons, risk factors, repercussions and remedies to avoid failure. The traditional entrepreneur will be called upon to swim the deep waters of holistic thinking, critical thinking, paradoxical thinking, and synthetic thinking, and see potential outcomes before they occur. Finally, we methodically dissect ten iconic businesses in each stage of their downward spiral to see why they failed, guiding current owners away from the same mistakes. Startup Blunders: Don t Make The Same Mistake is not only a game-changing asset for owners seeking an edge in predictive analysis and strategic planning, but an outstanding fit for University curriculums offering advance studies in entrepreneurial problem-solving and market disruptions. Why did Blockbuster, Borders and fail? After this, you ll thoroughly understand why. From cover to cover, incredible, digestible business insights abound.



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