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Small Business Survival: Teach Yourself: Toughing it out in a Downturn: 2010 (2nd Revised edition)

By Kevin Duncan

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Small Business Survival: Teach Yourself: Toughing it out in a Downturn: 2010 (2nd Revised edition), Kevin Duncan, Is this the right book for me? Small Business Survival will give you all the help you need to not just "get by" in the present economic downturn but to help your business emerge stronger, too. The author, Kevin Duncan, is an independent troubleshooter with a vast knowledge of many business types, writer of 5 bestselling business books, and winner of many creativity and effectiveness awards. His no-nonsense approach to the subject guides you through the key issues and questions you will face and gives you clear, practical solutions - to help ensure your business survives and thrives. Small Business Survival includes: Phase I: Confront Chapter 1: So your business is under pressure. What now? Chapter 2: Are you disciplined enough to survive? Chapter 3: Thinking is free Phase II: Hone Foo fighting Why evolutive thinking? Chapter 4: Thinking stage 1: What are the facts? Chapter 5: Thinking stage 2: What's your own opinion? Chapter 6: Thinking stage 3: What can you learn from the experience of others? Phase III: Evolve Chapter...



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