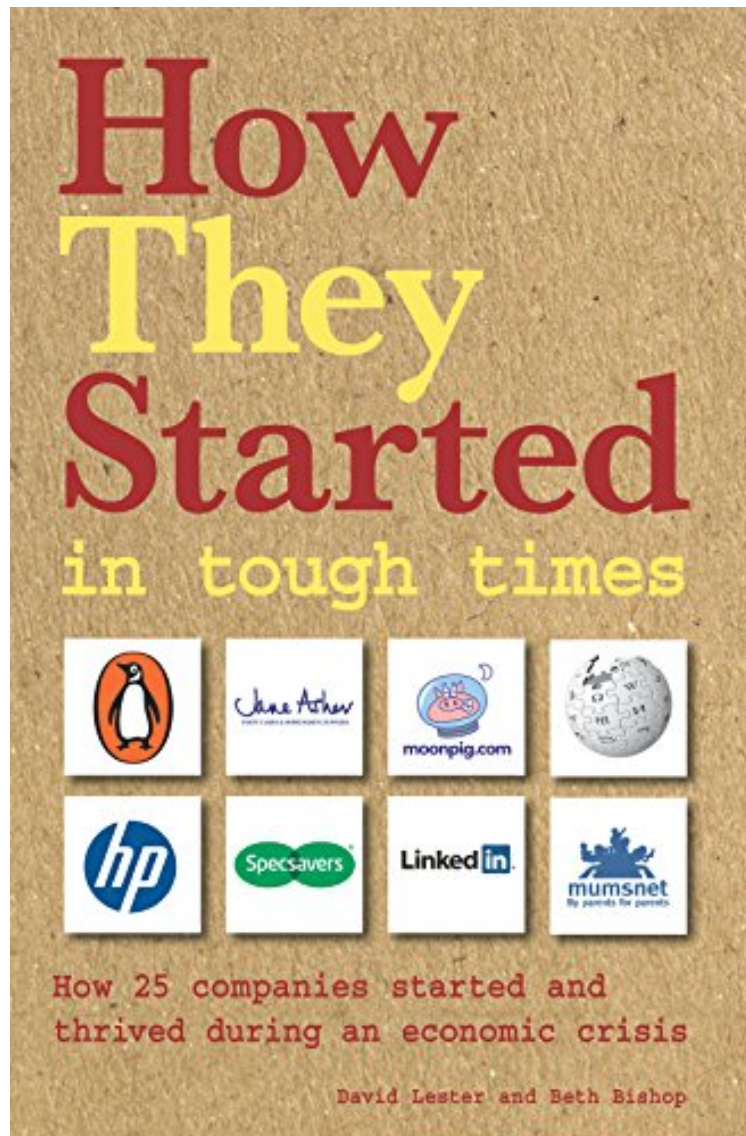


(Free pdf) How They Started in Tough Times

How They Started in Tough Times

David Lester

**Download PDF / ePub / DOC / audiobook / ebooks*



 Download

 Read Online

#2688120 in eBooks 2010-02-17 2010-02-17 File Name: B005N16I84 | File size: 29.Mb

David Lester : How They Started in Tough Times before purchasing it in order to gauge whether or not it would be worth my time, and all praised How They Started in Tough Times:

Do you dream of starting a business, but are too nervous to take the leap during economic uncertainty? It seems even more risky and difficult than normal. But How They Started in Tough Times may surprise you by revealing that many big businesses did just that - names such as Tesco, Argos, Foxtons, Burger King, Penguin, Oakley and Microsoft. But

how did they start-up? How They Started in Tough Times profiles 25 business founders who started successful businesses during a tough economic climate- and thrived. They tell why they took that first step, the unique challenges they faced and how they grew and became established. The exceptional business stories in How They Started in Tough Times will provide inspiration how to: Come up with the initial idea for a businessSpot new opportunitiesSecure funds from a bank or investorTake advantage of lack of competitionUse persistence and hard work to succeed in spite of the oddsPacked with inspirational stories and sound business advice, the stories within How They Started in Tough Times will give even the most cautious entrepreneur the confidence to start their business in tough times.

I wish I had read this book ten years ago... it shows you why you shouldn't put off starting your business just because we are in a recession. --Nick Jenkins, founder, Moonpig An excellent choice for those who are already running a business or looking to start-up - 5 stars --Start Your Business magazine A timely account...it's difficult to overstate the importance, as a business owner, of occasionally taking a step back to compare your company to those that have been there and done it - and that's exactly what this book allows you to do. --Business XL I wish I had read this book ten years ago... it shows you why you shouldn't put off starting your business just because we are in a recession. --Nick Jenkins, founder, Moonpig An excellent choice for those who are already running a business or looking to start-up - 5 stars --Start Your Business magazine A timely account...it's difficult to overstate the importance, as a business owner, of occasionally taking a step back to compare your company to those that have been there and done it - and that's exactly what this book allows you to do. --Business XL About the Author David Lester is an entrepreneurial expert and author of numerous books including How They Started, How They Started Global and Starting a Business: the Good, the Bad and the Unexpected. David worked as a journalist and then qualified as a chartered accountant before becoming an entrepreneur. He founded and built a consumer software company which grew substantially and was sold in 1995. Since then he has founded Crimson Business and has invested in eight other medium-sized businesses ranging from distribution to mail order, technology and functional foods; he sits on the board of several of these companies. David is an ardent fan of Watford Football Club and is married with two sons and lives in south-west London.