

Start Small Finish Big Fifteen Key Lessons To Start And Run Your Own Successful Business

This is likewise one of the factors by obtaining the soft documents of this **start small finish big fifteen key lessons to start and run your own successful business** by online. You might not require more become old to spend to go to the books opening as skillfully as search for them. In some cases, you likewise reach not discover the proclamation start small finish big fifteen key lessons to start and run your own successful business that you are looking for. It will agreed squander the time.

However below, taking into consideration you visit this web page, it will be suitably completely simple to acquire as well as download lead start small finish big fifteen key lessons to start and run your own successful business

It will not agree to many mature as we accustom before. You can pull off it though conduct yourself something else at home and even in your workplace. suitably easy! So, are you question? Just exercise just what we present under as well as evaluation **start small finish big fifteen key lessons to start and run your own successful business** what you behind to read!

The ONE Thing - Gary Keller 2013-04-01

- More than 500 appearances on national bestseller lists
- #1 Wall Street Journal, New York Times, and USA Today
- Won 12 book awards
- Translated into 35 languages
- Voted Top 100 Business Book of All Time on Goodreads

People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract

you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In The ONE Thing, you'll learn to * cut through the clutter * achieve better results in less time * build momentum toward your goal* dial down the stress * overcome that overwhelmed feeling * revive your energy * stay on track * master what matters to you The ONE Thing delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

Business World - 2000-07

The Goal - Eliyahu M. Goldratt 2016-08-12

Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt's ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas

which underline the Theory of Constraints (TOC) developed by Eli Goldratt. Written in a fast-paced thriller style, The Goal is the gripping novel which is transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors!

The Magic of Thinking Big - David J. Schwartz
2014-12-02

The timeless and practical advice in The Magic of Thinking Big clearly demonstrates how you can: Sell more Manage better Lead fearlessly Earn more Enjoy a happier, more fulfilling life With applicable and easy-to-implement insights, you'll discover: Why believing you can succeed is essential How to quit making excuses The means to overcoming fear and finding confidence How to develop and use creative thinking and dreaming Why making (and getting) the most of your attitudes is critical How to think right towards others The best ways to make "action" a

habit How to find victory in defeat Goals for growth, and How to think like a leader "Believe Big," says Schwartz. "The size of your success is determined by the size of your belief. Think little goals and expect little achievements. Think big goals and win big success. Remember this, too! Big ideas and big plans are often easier -- certainly no more difficult - than small ideas and small plans."

Eat That Frog! - Brian Tracy 2008-11-13

Every idea in this book is focused on increasing your overall levels of productivity, performance, and output and on making you more valuable in whatever you do. You can apply many of these ideas to your personal life as well. Each of these twenty-one methods and techniques is complete in itself. All are necessary. One strategy might be effective in one situation and another might apply to another task. All together, these twenty-one ideas represent a smorgasbord of personal effectiveness techniques that you can use at any time, in any order or sequence that makes sense

to you at the moment. The key to success is action. These principles work to bring about fast, predictable improvements in performance and results. The faster you learn and apply them, the faster you will move ahead in your career - guaranteed! There will be no limit to what you can accomplish when you learn how to Eat That Frog!

Book Review Digest - 2002

Forthcoming Books - Rose Arny 2001-08

Franchising - Robert T. Justis 2003

Franchising, 3e provides an overall evaluation of the world of franchising. First, students learn a comprehensive review of how to start and manage a franchising system "how to become a franchisor. In addition the book provides a look inside how the franchisee can choose and develop a single franchise unit. This book is an all-inclusive look at franchising and it helps anyone who wants to work in a franchising business.

American Book Publishing Record Cumulative
2000 - R R Bowker Publishing 2001-03

F & L Primo - 2000

Money Raising Masterclass - Norman Meier
2020-05-17

There are a total of 46.8 million millionaires worldwide at the beginning of the year 2020, and they collectively own approximately \$158.3 trillion. There are millions of millionaires in the world and the number is increasing with each year. The only question that you should ask yourself, is why you are not one of them yet? How did those people become millionaires or even billionaires? Did they have a great 9 to 5 job that paid them really well? Most definitely not! They are all business owners and own shares of their own public company. No one becomes a billionaire by simply earning a salary from a job each year. People become wealthy by owning a significant share position in a company

that is listed in the stock market. But how did they start out? How do you become a multi millionaire? They all started with a business idea. Then they incorporated a corporation, issued shares for themselves and raised money from investors. Eventually, they took the company public in the stock market and it was valued a several hundred millions of dollar. I have raised \$40 million in 2.5 years from 500 investors and his company was valued at over \$300 million in the stock market. Actually, I raised over \$400 million from private investors and \$600 million from institutional investors in my career since 1995. But the goal of this book is to teach you the things that you need to know to raise the first one or two million dollars by yourself so that you can take your company public in the stock market and attract millions more afterwards. This book will teach you everything about this process and how I have done it.

Books in Print - 1991

Small Business - Ronald A. Knowles 2003

Legacy - James Kerr 2013-11-07

Champions do extra. They sweep the sheds. They follow the spearhead. They keep a blue head. They are good ancestors. In *Legacy*, best-selling author James Kerr goes deep into the heart of the world's most successful sporting team, the legendary All Blacks of New Zealand, to reveal 15 powerful and practical lessons for leadership and business. *Legacy* is a unique, inspiring handbook for leaders in all fields, and asks: What are the secrets of success - sustained success? How do you achieve world-class standards, day after day, week after week, year after year? How do you handle pressure? How do you train to win at the highest level? What do you leave behind you after you're gone? What will be your legacy?

Réussir sa création d'entreprise sans business plan - Louis Jacques Filion 2012-11-08

"Nous n'avons pas de plan à cinq ans, ni à deux

ans, pas plus à un an. Nous avons une mission et une stratégie. La mission est d'organiser l'information du monde. La stratégie est de le faire à travers l'innovation." Eric Schmidt - P-DG de Google "L'instinct, le courage et la créativité de l'entrepreneur ne sont pas quantifiables dans un business plan. Imagination, action, incarnation, voilà les variables fondamentales qu'aucun curseur ne peut modifier." Jacques-Antoine Granjon - P-DG et fondateur de vente-privee.com Avec un million d'entrepreneurs de plus, en moins de trois ans, la France a rattrapé une densité entrepreneuriale présente à l'international. Pourtant, les créateurs d'entreprise ont de grandes réticences à se lancer, tant le processus leur paraît complexe. D'ailleurs, les plus grands succès viennent des entrepreneurs qui maîtrisent avec brio la conception d'opportunité et qui n'ont pas forcément bâti un business plan. Dans cet ouvrage, un ensemble d'outils sont mis à la disposition du créateur pour l'aider dans sa

démarche et le conduire vers le succès. Les approches suggérées font appel autant à ses capacités créatives qu'analytiques pour transformer la compréhension des besoins du marché en opportunités d'affaires. Dans cette perspective, l'approche SynOpp suggère une démarche innovante pour soutenir la création d'opportunité du futur entrepreneur, tandis que l'approche IDéO offre des paramètres structurants pour l'aider à définir des scénarios pour passer à l'action. L'ouvrage propose une vision globale des actions à mener. Il a été conçu comme un fil conducteur qui offre au créateur des repères pour ses prises de décision. Il favorise l'organisation cohérente de ses activités, en fonction de l'avenir qu'il souhaite construire. Ont collaboré à cet ouvrage : Franck Barès (HEC Montréal), Jean-Pierre Béchard (HEC Montréal), Cândido Borges (Universidade Federale de Goias), Denis Grégoire (Syracuse University), Julien Husson (université de Lorraine), Edmilson Lima (Universidade Nove de

Julho, São Paulo), Marie-Ange Masson (HEC Montréal), Sybil Persson (ICN Business School, Nancy), Patrick Valéau (université de la Réunion). Ce livre a été retenu dans la liste des ouvrages en sciences de gestion labellisés en 2014 par le Collège de Labellisation de la FNEGE.

The Unofficial Guide to Starting a Small Business - Marcia Layton Turner 2011-08-24

The inside scoop . . . for when you want more than the official line Want to be your own boss but aren't quite sure how to make it happen? This savvy guide will show you the way. Now revised and updated to cover the latest regulations, techniques, and trends, it walks you step by step through the entire start-up process, from coming up with a business plan and lining up financing to setting up shop, marketing to your customer base, and dealing with accounting, taxes, insurance, and licenses. Packed with real-world tips and tricks that you won't find anywhere else, it delivers all the

Morning America Book Club Pick | Independent (London) Ten Best Books of the Year "A feel-good book guaranteed to lift your spirits."—The Washington Post The dazzling reader-favorite about the choices that go into a life well lived, from the acclaimed author of *How To Stop Time* and *The Comfort Book*. Somewhere out beyond the edge of the universe there is a library that contains an infinite number of books, each one the story of another reality. One tells the story of your life as it is, along with another book for the other life you could have lived if you had made a different choice at any point in your life. While we all wonder how our lives might have been, what if you had the chance to go to the library and see for yourself? Would any of these other lives truly be better? In *The Midnight Library*, Matt Haig's enchanting blockbuster novel, Nora Seed finds herself faced with this decision. Faced with the possibility of changing her life for a new one, following a different career, undoing old breakups, realizing her dreams of

becoming a glaciologist; she must search within herself as she travels through the Midnight Library to decide what is truly fulfilling in life, and what makes it worth living in the first place. **It Ends with Us** - Colleen Hoover 2020-07-28 In this "brave and heartbreaking novel that digs its claws into you and doesn't let go, long after you've finished it" (Anna Todd, New York Times bestselling author) from the #1 New York Times bestselling author of *All Your Perfects*, a workaholic with a too-good-to-be-true romance can't stop thinking about her first love. Lily hasn't always had it easy, but that's never stopped her from working hard for the life she wants. She's come a long way from the small town where she grew up—she graduated from college, moved to Boston, and started her own business. And when she feels a spark with a gorgeous neurosurgeon named Ryle Kincaid, everything in Lily's life seems too good to be true. Ryle is assertive, stubborn, maybe even a little arrogant. He's also sensitive, brilliant, and

has a total soft spot for Lily. And the way he looks in scrubs certainly doesn't hurt. Lily can't get him out of her head. But Ryle's complete aversion to relationships is disturbing. Even as Lily finds herself becoming the exception to his "no dating" rule, she can't help but wonder what made him that way in the first place. As questions about her new relationship overwhelm her, so do thoughts of Atlas Corrigan—her first love and a link to the past she left behind. He was her kindred spirit, her protector. When Atlas suddenly reappears, everything Lily has built with Ryle is threatened. An honest, evocative, and tender novel, *It Ends with Us* is "a glorious and touching read, a forever keeper. The kind of book that gets handed down" (USA TODAY).

The Library Journal - 2000

Includes, beginning Sept. 15, 1954 (and on the 15th of each month, Sept.-May) a special section: School library journal, ISSN 0000-0035, (called Junior libraries, 1954-May 1961). Also issued separately.

The Energy Bus - Jon Gordon 2015-05-20

Enjoy the ride of your life with the Wall Street Journal bestseller *None of us can expect to get through life without any challenges. Life isn't always a constant daydream of unbridled pleasure and happiness. But that doesn't mean you can't approach everything with some zing – a big dose of positive energy is what you need to feel great, be successful and love life!* And the international bestselling *The Energy Bus* can help you live your life in a positive, forward-thinking way. Learn the 10 secrets that will help you overcome adversity and harness the power of positive, infectious energy, so that you can create your own success. International bestselling author Jon Gordon draws on his experience of working with thousands of leaders and teams to provide insights, actionable strategies and positive energy. *The Energy Bus: Shows you how to ditch negativity and infuse your life with positive energy Provides tools to build a positive team and culture Contains*

insights from working with some of the world's largest companies Foreword by Ken Blanchard, co-author of *The One-Minute Manager*

Opportunity - Donald Morris 2006

Can you recognize an opportunity when it comes your way? Even though the concept seems fairly basic, most people harbor regrets about missed opportunities that in retrospect might have significantly improved their lives. This book will give you the critical tools to sort through the complexities that often obscure the perception of an opportunity and help you take full advantage of what author Donald Morris calls high-end opportunities - pivotal situations that can change your life for the better. Morris begins by developing a model of opportunity in the abstract, analyzing its elements and the contexts and frameworks that affect our recognition of opportunities. Drawing from a wide range of applications, including investing, business, law, criminology, gambling, and even religion, he shows how opportunities can be defined in

various contexts. He also examines highly undesirable situations, where opportunity is lacking, such as poverty and historical instances of slavery, to further illustrate, by way of contrast, the defining characteristics of opportunity. How does a significant opportunity differ from a simple option? How does taking advantage of opportunities differ from being an opportunist? Does our ability to predict the future affect our opportunities? What do we mean by equality of opportunity? By addressing these and other probing questions, Morris shows how to develop more critical perceptions of real opportunities. Donald Morris, CPA, Ph.D., is professor of accounting and chair of the Accounting, Finance, and CIS Department at Eastern New Mexico University. The former owner of an accounting firm and a onetime instructor of philosophy, he is the author of *Dewey and the Behavioristic Context of Ethics*. *Surrounded by Setbacks* - Thomas Erikson
2021-11-02

Part of the bestselling Surrounded by Idiots series! In Surrounded by Setbacks, internationally bestselling author Thomas Erikson turns his attention to a universal problem: what to do when things go wrong. Too often it seems like our dreams and ambitions—whether it’s finally getting that corner office, lacing up your running shoes again, or building a flourishing relationship with your partner—are derailed by one roadblock or another. So how do we learn to take setbacks in stride and still achieve our goals? In Surrounded by Setbacks, Erikson answers that question. Using simple, actionable steps, Erikson helps readers identify the “why” behind their goal, create a concrete plan towards achieving it, and—most importantly—avoid many of the most common pitfalls that derail us when we attempt something new. The simple 4-color behavior system that made Surrounded by Idiots revolutionary now helps readers reflect on how they respond to adversity, giving them the self-

awareness to negotiate the inevitable obstacles of life with confidence.

Ending Global Poverty - Kirk Magleby 2007
Ending Global Poverty: The MicroFranchise Solution clearly explains the nature, cause, effects, and most effective solution to the most serious problem on the planet -- global poverty. So many books on solving poverty focus on big government and non-profit solutions. Many of these have failed. Poverty solutions need to drill down to those who need the help.

Microfranchising is a viable solution, bringing small enterprise solutions to people in need.

The Ride of a Lifetime - Robert Iger
2019-09-23

#1 NEW YORK TIMES BESTSELLER • A memoir of leadership and success: The executive chairman of Disney, Time’s 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of the world’s most beloved companies and inspiring the people who bring

the magic to life. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Today, Disney is the largest, most admired media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he learned while running Disney and leading its 220,000-plus employees, and he explores the principles that are necessary for

true leadership, including:

- Optimism. Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming.
- Courage. Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity.
- Decisiveness. All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale.
- Fairness. Treat people decently, with empathy, and be accessible to them.

This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to

the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives.”

Малый бизнес - Джой Д Райан 2003

Restaurant Business - 2001-04

Start Your Own Medical Practice - Marlene M. Coleman 2006-12-01

After years of school and maybe even after some years of practice, you are ready to do it on your own. Running a profitable business takes more than just being a great doctor. Start Your Own Medical Practice provides you with the knowledge to be both a great doctor and a successful business owner. Whether you are looking to open a single practice office or wanting to go into partnership with other colleagues, picking the right location, hiring the right support staff and taking care of all the finances are not easy tasks. With help from Start

Your Own Medical Practice, you can be sure you are making the best decisions for success. Don't let a wrong choice slow down your progress.

Find advice to: --Create a Business Plan -- Manage the Office --Raise Capital --Bill Your Patients --Market Your Practice --Build a Patient Base --Prevent Malpractice Suits --Keep an Eye on the Goal With checklists, sample letters and doctor's office forms, Start Your Own Medical Practice teaches you all the things they didn't in medical school and gives you the confidence to go out and do it on your own.

Small Business - Joseph Daniel Ryan 2006

This book is a guide to small business enterprise, helping the student to identify opportunities, needs and target customers ... The goal of the text is to assist the reader in preparing a business plan that will set the course for their future small business endeavors.

Omringd door tegenslag - Thomas Erikson 2023-01-10

Van de bestsellerauteur van Omringd door

idioten: Overwin tegenslagen en word een winnaar in plaats van verliezer. Iedereen heeft dromen en ambities: een eigen bedrijf, een liefdevolle relatie of het lopen van een marathon. Maar vaker bereiken we onze doelen niet dan wel. Succes komt niet vanzelf, en als je jezelf met tegenslagen blijft omringen, is het moeilijk om gemotiveerd te blijven en in de winner's circle terecht te komen. In Omringd door tegenslag laat Thomas Erikson zien hoe je een winnaar in plaats van een verliezer wordt. Hij helpt het 'waarom' achter je doel te identificeren en hoe je dit doel in simpele, concrete stappen kunt bereiken. Aan de hand van het eenvoudige vierkleurensysteem dat Omringd door idioten tot een internationale bestseller maakte, legt hij uit hoe je tegenslagen kunt accepteren en niet als loser achterblijft. Leer op de juiste manier te reageren op tegenspoed, overwin obstakels en maak van je dromen werkelijkheid!

Newsmakers 2003 Cumulation - Laura Avery
2003-08

Provides entries for approximately 150 celebrities, and includes about 50 obituaries for people who have died during the past year
Als Finanzberater an die Spitze - Marcus Renziehausen
2019-06-17

Viele Finanzberater haben nicht den gewünschten Erfolg und sind ständig auf der Suche nach neuen Kunden. Der Grund für den ausbleibenden Erfolg liegt oft in der falschen Strategie. Statt immer mehr Kunden zu beraten und ein immer größeres Produktportfolio anzubieten, gilt es, eine intelligente Strategie zu verfolgen, um mit weniger Kunden mehr Umsatz zu generieren. Viel mehr Umsatz. Marcus Renziehausen hat in den letzten 20 Jahren über 1.000 Finanzberater bei der Strategieentwicklung unterstützt. In seinem Buch "Als Finanzberater an die Spitze" zeigt er auf, wie jeder Finanzberater Schritt für Schritt seine eigene Strategie für mehr Erfolg und damit mehr Umsatz entwickeln kann. In neun Kapiteln lernen Finanzberater alles, was sie

benötigen, um einen 7-stelligen Jahresumsatz zu erzielen. Zudem enthält das Buch nach jedem Kapitel umfangreiches Arbeitsmaterial, mit dem sich das Gelesene für das eigene Unternehmen praktisch und direkt umsetzen lässt.

The Psychology of Money - Morgan Housel
2020-09-08

Doing well with money isn't necessarily about what you know. It's about how you behave. And behavior is hard to teach, even to really smart people. Money—investing, personal finance, and business decisions—is typically taught as a math-based field, where data and formulas tell us exactly what to do. But in the real world people don't make financial decisions on a spreadsheet. They make them at the dinner table, or in a meeting room, where personal history, your own unique view of the world, ego, pride, marketing, and odd incentives are scrambled together. In *The Psychology of Money*, award-winning author Morgan Housel shares 19 short stories exploring the strange

ways people think about money and teaches you how to make better sense of one of life's most important topics.

Starting a Child Care Center - Millicent Gray
Lownes-Jackson 2004

Starting a Child Care Center is a practical, comprehensive, and motivational entrepreneurial guide. Starting a Child Care Center utilizes a uniquely designed step-by-step, hands-on approach to business formulation. Worksheets are included for the purpose of providing assistance in preparing a business plan. Crucial business development and management information is provided in an easy-to-understand format. Upon completion of the book, the entrepreneur will have a detailed business plan for starting a child care center and will be inspired to take the entrepreneurial challenge.

[The British National Bibliography](#) - Arthur James Wells 2003

Start Small FINISH BIG - Fred De Luca

2012-11-20

At age seventeen Fred DeLuca borrowed \$1,000 from a friend and started SUBWAY(R). Today, with more than 38,000 stores in one hundred countries and annual sales exceeding \$16.6 billion, Fred DeLuca's SUBWAY is a success story with a message... START SMALL FINISH BIG Publishers Weekly Review: DeLuca was only 17 when he started what is now the Subway restaurant chain in 1965; he needed money to attend college and a friend offered to back him with \$1,000 to start a sandwich shop in Bridgeport, Conn. That beginning led DeLuca to an enormously successful career: in addition to being president of the chain, he runs MILE, a nonprofit organization that offers loans to entrepreneurs. According to DeLuca, there are 15 essential principles for anyone starting a small business, some of which, DeLuca confesses, he learned the hard way (he had never made a submarine sandwich before

opening day of his first shop). Among these pillars: Believe in Your People; Never Run Out of Money; Keep the Faith; and Profit or Perish. DeLuca uses his own business experience as well as that of other successful entrepreneurs (e.g., the founders of Kinko's and Little Caesar's) in addition to those of less well-known business people. Written in a conversational style, the advice isn't especially original or creative. However, would-be millionaires who are sitting at their kitchen table wondering if they should take that big step and start a business will find the book both instructive and inspirational. Agent, Bob Diforio. Library Journal DeLuca, co-founder in 1965 of SUBWAY Restaurants and founder in 1996 of the Micro Investment Lending Enterprise (MILE), a nonprofit organization making microloans to entrepreneurs/microentrepreneurs, has written this humorous, down-to-earth guide to success as a small business owner. Coauthor Hayes is a writer (Computer Architecture and Organization,

1998), public speaker, and business trainer. Each chapter describes one of DeLuca's 15 key lessons and is illustrated with a real-life case study. None of the people in these cases is a household name, but businesses such as Kinkos, Little Caesars, and SUBWAY are. DeLuca doesn't claim that his guides form a master plan for success, but he optimistically believes that anyone can become Bill Gates, Lillian Vernon, or Henry Lay and that his lessons will increase the chances. His book also promotes and supports MILE, and the last chapter and appendix are

devoted to information about it and its programs. Recommended for most small business collections. Susan C. Awe, Univ. of New Mexico Lib., Albuquerque

Start Small, Finish Big - Fred DeLuca

2012-12-15

The founder of the Subway sandwich shop franchise draws on his own experience to present fifteen important steps to becoming a successful entrepreneur, offering helpful advice and key business strategies.