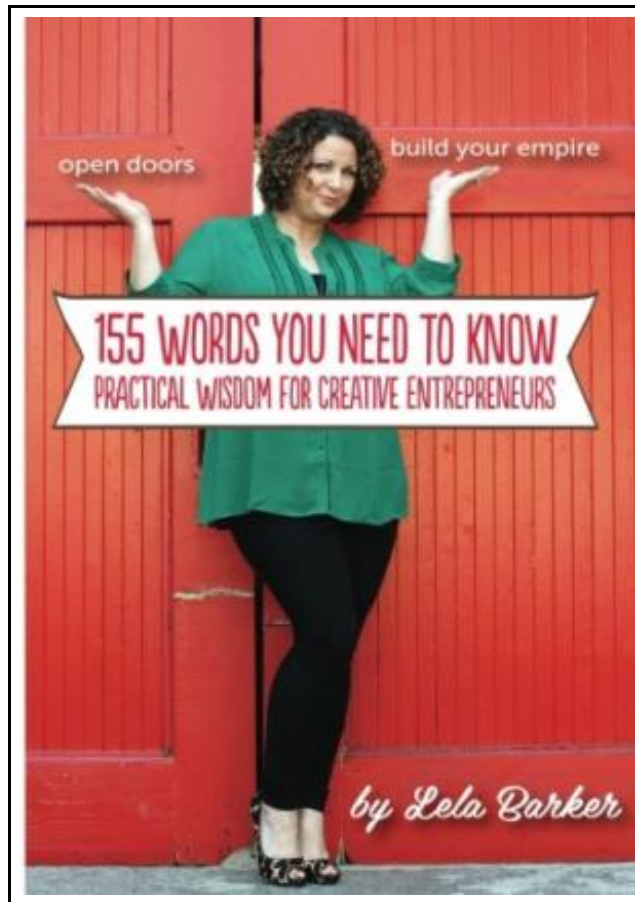


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Triple C Press, United States, 2012. Paperback. Book Condition: New. 251 x 173 mm. Language: English . Brand New Book ***** Print on Demand *****.For the last decade, Lela Barker has been busy building her personal empire. Blessed with an innate business sense but no college degree, she has founded a successful international beauty company, a nonprofit and a small business consulting firm. 155 Words You Need to Know: Practical Wisdom for Creative Entrepreneurs is the culmination of all the times she longed for a mentor to help navigate the dizzying maze of entrepreneurship. It s the wisdom that sprung from the countless times someone asked a question during a meeting using a term she d never before heard. Furiously scribbled foreign words were scrawled across paper and evenings were spent knee-deep in Google(r) searches to give them context and meaning. This wisdom didn t come from textbooks or sitting through a class; it was hard-won and personally developed through years of trial and error, victories and stumbles, triumphs and tribulations. 155 Words You Need to Know: Practical Wisdom for Creative Entrepreneurs is your personal small business concierge. This beautifully designed guidebook will illuminate the who, what and how of building an empire for creative entrepreneurs of all stripes. Lela brings definition and clarity to challenging business concepts, along with practical advice and actionable wisdom gleaned from her decade in the entrepreneurial trenches. From CPQs (case pack quantities) to DPI (dots per inch), from media kits to brand dilution, and from customs brokers to independent contractors, there s a full decade worth of practical wisdom packed inside these pages. Buy it, read it, then take over the world!.



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