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Efforts and courage are not enough without purpose and direction. ~ John F. Kennedy This quote is clear. We are well-advised to pursue success in business with purpose and direction. Business spans a wide range of skills, of which Marketing is the most dominant. This book covers the skills necessary to become successful - whether you are selling products, services, or a derivative of both. It is fascinating to note that the topics covered here by Celebrity Experts®, most of which are marketing related, include: - Ways to build a business - Use of Social Media - Planning & Strategies for Businesses - Brands & Branding - Determination, Motivation & Commitment - Advertising in the New Economy - Mindset & Passion - The importance of ethics in business These subjects are covered by business icons that include Brian Tracy, Leigh Steinberg, Robert Allen, Ron LeGrand, and Chris Attwood & Janet Bray Attwood, among others. The wealth of business information in this book from Celebrity Experts® authors make it a must-read. Winston Churchill said, "Success consists of going from failure to failure without loss of enthusiasm." However, by sharing the knowledge of these proven business experts you will shorten your journey. They will help you avoid the mistakes they made along the way, and move you towards your goal quicker than you could ever do it on your own. This may truly be... "The Only Business Book You'll Ever Need."

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