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Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Written expressly for solopreneurs and self-employed consultants, Dr. Heidi Thorne, MBA/DBA, discusses key behaviors and attitudes that can lead to small business failures in one-person operations. Topics include: * Identities that can negatively impact success such as being a Lemonade Stand, Superhero, One-Trick Pony, Unicorn or Accidental Charity. * Boundary issues such as sales territory expansion, time traps, bloated service menus,...

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- Authored by Heidi Thorne
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