

《企业家经营诀窍 Bottled fo》

图书基本信息

书名：《企业家经营诀窍 Bottled for Business》

13位ISBN编号：9781841127262

10位ISBN编号：1841127264

出版时间：2007-1

出版社：John Wiley & Sons Inc

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页数：169

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内容概要

"Every bit as good as the beer itself."-SIR RICHARD BRANSON, Founder and Chairman, Virgin Group So what does it take to be a successful entrepreneur? There are many different answers, but according to Karan Bilimoria, founder of Cobra Beer, do the following and you won't go far wrong: be creative, go the extra mile, have confidence in yourself and your team, get lucky, be disciplined, take the long-term view, learn constantly and don't be afraid of serious amounts of hard work. Bottled for Business gets to the heart of how and why Cobra Beer has developed into one of the world's best-loved brands. It is a story infused with the passion, belief, energy and vision of its founder and shares the ups and downs of how Cobra got to where it is today. But more than that, it is a story of inspiration for anyone who has dreams of running their own business. PRAISE FOR BOTTLED FOR BUSINESS "The inside scoop from one of the country's leading entrepreneurs-essential reading."-Richard Reed, Co-founder, Innocent Drinks "Inspiring! A fascinating story of one entrepreneur's journey, worth the cover price for the 'Financing Cobra' chapter alone. Bilimoria has learned every trick in the book about how to finance a growing business. If you're running a growing business, and don't want to give away the store, READ THIS BOOK!"-John Mullins, Professor, London Business School and author, The New Business Road Test "An inspirational story."-Sir Martin Sorrell, CEO, WPP "Bottled for Business is the extraordinary account of a Cambridge-educated Indian lawyer's dogged pursuit against the odds. The book is compelling, not least because it strikes at the Achilles heel of entrepreneurship in that it details the translation of a vision into reality. A clever and useful book."-Dr Mark de Rond, University Senior Lecturer at Judge Business School and Fellow of Darwin College, Cambridge University "Reflecting the enormous success of his business career, I have no doubt that Bottled for Business will be a bestseller."-Lord Levene, Chairman, Lloyd's, and former Lord Mayor of London

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书籍目录

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