

《心灵鸡汤》

图书基本信息

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内容概要

Book Description

Fulfill your dreams...

Chicken Soup for the Entrepreneur's Soul is a compilation of short stories from entrepreneurs, both large and small, who share their experiences of success, failure and courage, with a little helpful advice mixed in.

Many of these stories, told for the first time here, will enlighten you to new methods of entrepreneurship or simply help you believe in the possibilities of getting started. People such as Doris Christopher, a stay-at-home mother, introduced her love of cooking to others, thus founding The Pampered Chef; sticking to his instincts and putting value at the core of his business, Tom Chappell, founder of Tom's of Maine, explains how success can go way beyond the balance sheet; and Carol Gardner intimately shares a desperate time of debt and divorce, until along came a bulldog named Zelda, followed by a greeting card line - Zelda Wisdom - which became one of Hallmark's number one sellers. These entrepreneurs and many more will inspire you with their amazing life experiences and fascinating beginnings.

Book Dimension

length: (cm)21.3

width:(cm)14

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书籍目录

Acknowledgments Introduction Share with Us! IN THEIR OWN WORDS Against All Odds David Anderson
Hats Off to Serendipity! Sue Ellen Cooper Chicken Stock Peter Vegso To Be There for My Kids Cookie Lee
Project X Austin Ligon as told to Terri Duncan The Accidental Entrepreneur Jim McCann Turning Tragedy
into Triumph Gary Heavin². DOLLARS AND SENSE Cracking the Millionaire Code Mark Victor Hansen
Uncertain Certainty John Assaraf A Recipe for Success Doris Christopher Better Than a Lemonade Stand
Daryl Bernstein Life's a Hobby David Green as told to Gail Kulhavy Reasoning for the Seasonings Mo Siegel
Let's Talk Business, Woman-to-Woman Sandra Yancey Fields of Dreams Drew and Myra Goodman³.
ESCAPING THE BOX The Shackmeisters Tommy Polk Ripples Paul J. Krupin It Started with a Sparkle
Tarina Tarantino as told to Terri Duncan Monster Ideas Jeff Taylor Look Morn, No Hands! Renee Griffith
Mother Knows Best Adam Ginsberg as told to Ken McKowen The Cave Collector Stephen Fairchild⁴.
SUCCESSFUL PARTNERSHIPS Two Guys, Three Buckets Fred Joyal The Taste of Success Fred DeLuca
Beer Goggles Mark Silva as told to Banjo Bandolas Built from Scratch Bernie Marcus and Arthur Blank
From Underdog to Top Dog Carol Gardner as told to Julie Long Closer Than a Brother Harland Stonecipher
See Reality David Roth⁵. IT'S ALL RELATIVE Following Our Hearts Chris MacAskill The Bag Lady
Triumphant Paula Deen as told to Terri Duncan For the Love of It Shep and Ian Murray A Sign of the Times
Rachel de Azevedo Coleman The Wheels on the Bus Go 'Round and 'Round Trent Hemphill and Joel
Hemphill Jr. as told to Terri Duncan The Fair Entrepreneur Janis Dale Thank You, Mr. Wayne Wing Lam as
told to Gina Romanello⁶. NEVER GIVE UP The Successful You Jack Canfield Pride and Prejudice Assunta
Ng.....⁷. LISTEN TO YOUR GUT⁸. THE BOTTOM LINE

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