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Business Development and Entrepreneurship in a Stressful Economy

By Dr. Anthony F. Ciuffo

Trafford Publishing, Canada, 2010. Paperback. Book Condition: New. 279 x 210 mm. Language: English . Brand New Book ***** Print on Demand *****.There exist today a multitude of publications, journals, and articles, giving advice on how to start your own business or operate a successful enterprise. This journal is not one of them. The focus or mission statement of this publication is to identify and determine, through research, the elements that constitute: establishing, maintaining and developing a successful business operation, in such a depressed economic situation. To succeed we must be diligent to the messages and signs our weaken economy is trying to relate to us. Such signs as claims for unemployment insurance, length of time houses are on the market for sale, automobile sales, banks starting to give mortgages, and number of people flying at major airports are all indications that consumers are starting to gain confidence in the nations economy. All of these indicators require diligence and knowledge.



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