



## 4 Magic Steps to Double Profit: An Allegory Emphasising Key Action Points for Entrepreneurs and Leaders to Maximise Profit (Paperback)

By Jeremy Rudd

Squawk Publishing, 2017. Paperback. Condition: New. Richard Mayes (illustrator). Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.How do you start a business? How do you make a profit? Is my business profitable enough? How do I know what techniques to use to increase profit and customer satisfaction? What must I do next, what are my competitors doing, what is market research? Where has my cash gone. These are questions I have been asked all my life - because it is what Entrepreneurs and Leaders are always asking themselves. The answers about running a business for profit and cash are here in this book, it is an allegory following Jo start a business aided by her teddy bear, dormice, Grandpa and finally learning about big bird Squawk s key action points; follow her learning curve and it will help you improve your business on a daily basis. An enjoyable and thought-provoking read bringing out a clear focus on the key things for profit that all managers need to concentrate on - whether that s for a large or small business. David Tydeman, CEO OYSTER Group. The book is fun and thought provoking; it will help you improve all...



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