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The Wisdom of Titans: Secrets of Success from Entrepreneurs Who Rose to the Top

By William J. Ferguson

Bibliomotion. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.1in. x 6.1in. x 0.8in. In *The Wisdom of Titans*, Bill Ferguson brings together a who's who of entrepreneurs who candidly share lessons learned on their journeys. The book contains important commonalities: passion, focus on the bottom line, growing market share, developing a team as well as secret sauce ingredients unique to each individual. This is a must-read for anyone who is or wants to be a successful entrepreneur. (Jeffrey Fox, Fox and Company, author of the bestselling *The Transformative CEO*) Being your own boss is the great American dream, but only 1 of entrepreneurs are truly successful. Ferguson, chairman and CEO of Ferguson Partners, interviewed some of the world's best-known entrepreneurs in order to instruct a wide audience: entrepreneurs whose businesses have stalled; corporate leaders who want to take a more entrepreneurial approach; budding entrepreneurs; and M. B. A. students. The interviewees instruct the reader to have fun at work, be a student of the business, make a mark outside the mainstream, grow the bottom line, mentor others, create value out of a vision, take risks, measure progress, maintain integrity, and leave a legacy. The overall message is strong. (Publishers Weekly) What does it...



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