

Recalculating, 97 Experts on Driving Small Business Growth



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(Ms. Vernie Stracke)

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Brick Tower Press. Paperback. Condition: New. 448 pages. Dimensions: 9.0in. x 6.0in. x 0.7in. RECALCULATING, 97 EXPERTS ON DRIVING SMALL BUSINESS GROWTH offers strategic, tactical, tested solutions to a variety of problems and from a multitude of expert sources. These senior-level contributors are sector stakeholders, advisors, and practitioners. Their chosen topics address the most common issues, problems, and opportunities identified, continuously requested by readers to the editors of Small Business Digest during the past 15 years. Many of the solutions have come from experts who have appeared in SBDs publications, radio programs, and conferences. They were asked to write special 1000-word contributions for the book based on their expertise. Among the companies represented by senior level contributors are HP, Yellow Pages, Staples, GoDaddy, and Intuit. Topics covered range from better sales management to moving to the cloud to better financing options. Space is also devoted to management problems, benefits needs, and leadership issues. Each contributor brings a unique slant to common and not so common questions involving finance, sales, marketing, operation, technology, personnel management, and benefits maximization. JoAnn M. Laing has 20 years of experience envisioning, building and leveraging digital media, technology and information to increase sales, market share and profitability advising small businesses on how to grow. Ms. Laing is skilled in digital and multi-channel marketing. She was named a top woman in Silicon Alley and included in Folios Top Women in Digital Media. Donald P. Mazzella is COO and Editorial Director of Information Strategies, Inc. (ISI), a company that helps small business managers, HR professionals, and healthcare industry stakeholders improve profits. He currently oversees an Internet publication network with more than 4.5 million opt-in small business readers and a million more stakeholders in HR and healthcare. His latest book is An American Family Sampler from ibooks, Inc. ;...

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