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Storytelling: The Indispensable Art of Entrepreneurism

By Rudy A. Mazzocchi

Paladin Timeless Books. Paperback. Book Condition: New. Paperback. 220 pages. Dimensions: 7.9in. x 5.2in. x 0.7in. The value of any new venture or sound new idea needs to be developed out of the nothingness of silence, ignorance and darkness. It ignites and illuminates the world only when the great storytelling entrepreneur lights the flame.

STORYTELLING: The Indispensable Art of Entrepreneurism shows, with startling clarity and practical know-how, the process by which wealth and other things of exceptional value can emerge into the world literally out of nothing-nothing, that is, but the Art of Storytelling. STORYTELLING takes you on a journey which reveals how the development, progressive modification and adaptation of your story is the golden thread and foundational core management practice which ties together all the others: building, focusing and motivating your management team, navigating through troubled times or excessive growth, maintaining positive momentum with investors and Boards of Directors and positioning the venture for a potential exit. Award-winning author and entrepreneur, Rudy Mazzocchi, exposes his greatest secret of success and provides an enormous amount of experience-based illustrations and nuts-and-bolts practical advice. He reveals how to create and evolve the story of your new venture in a way that energizes and...



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