

Self Made

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Synopsis

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Your complete business start up toolkit. Written by *The Apprentice* finalist Bianca Miller-Cole and entrepreneur Byron Cole, this book is an inspiring, wide-ranging handbook for entrepreneurs which combines practical tips with energetic advice on personal branding and thriving in business.

Self Made is a truly definitive guide; a 'go-to' book for all entrepreneurs at any stage of business.

This authoritative, focused guide by two of the UK's brightest young entrepreneurs - *The Apprentice* runner-up, Bianca Miller-Cole and serial entrepreneur, Byron Cole - is a comprehensive toolkit for anyone who wants to make a success of running their own business. Featuring interviews with well-known entrepreneurs, entertainers and industry experts, the book covers every tier of the business development process, from start-up to exit, offering practical, implementable and global advice on the start up process.

De-coding the jargon that is prevalent in business circles today, this book provides straightforward advice on converting an innovative business concept into a commercially viable proposition. It will help you to avoid the costly common mistakes of many who have gone before you, and create a sustainable enterprise that will flourish.

Listen to *Self Made* and run your own business without fear of failure.

Reader's comments

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