

The Barefoot Executive - Carrie Wilkerson

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For the person who longs to run their business from home, author Carrie Wilkerson says it is possible. She says to the reader: reclaim your time, determine your income, and change your lifestyle-all while keeping personal priorities intact. Successful at running her own seven-figure business from home-and an active speaker on the subject-the author demonstrates business models with tables and charts in an easy-to-understand format. Chapters include such subjects as finding a target market, marketing strategies, and brand development. Especially important are the common pitfalls listed to avoid in starting a business from home. To succeed as the barefoot executive, "Do what you are qualified to do most immediately for maximum profit," the author says. "Then, you are free to pursue what you are passionate about." Author: Wilkerson, Carrie Publisher: Thomas Nelson Illustration: N Language: ENG Title: The Barefoot Executive Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2011-08-23 SKU-13/ISBN: 9781595553690 Category: Business & Economics : Entrepreneurship Category: Business & Economics : New Business Enterprises

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