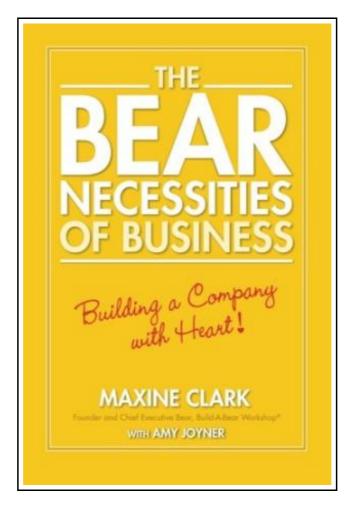
The Bear Necessities of Business: Building a Company with Heart



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Reviews

The book is fantastic and great. It generally does not expense excessive. Its been designed in an exceptionally easy way and it is simply right after i finished reading through this book by which really changed me, change the way i think.

(Adolfo Lindgren)

THE BEAR NECESSITIES OF BUSINESS: BUILDING A COMPANY WITH HEART



Wiley, 2006. Paperback. Book Condition: New. A D V A N C E R E A D E R' S Edition. Wiley 2006 A D V A N C E R E A D E R' S Edition New/ SOFTCOVER. Prerelease version. Review". it's well structured so that people can easily dip in and out. Worth reading whatever your line of business." (The Guardian, September 2006) "The advice is excellent and easily transferable." (Professional Manager, Octobebr 2006) ". it's well structured so that people can easily dip in and out. Worth reading whatever your line of business." (The Guardian, September 2006) "The advice is excellent and easily transferable." (Professional Manager, Octobebr 2006) Product DescriptionBuild-A-Bear Workshop« is one of the most successful retailing concepts in recent history. Starting with just one location in 1997, the company now operates more than 200 stores worldwide. Leading the way is Maxine Clark, the company's founder, Chairman, and Chief Executive Bear. Clark is widely recognized as one of the nation's leading and most creative entrepreneurs. In The Bear Necessities of Business, she reveals how she built this amazing global business from the ground up, while arming you with the tools you need to start, run, and market your own company in today's tough competitive environment. While primarily drawing on real-life experiences from Build-A-Bear Workshop«, Clark also offers wisdom gained throughout her entire thirty-plusyear career, including lessons and examples from some of the other great companies that do so much right. Straightforward and accessible, The Bear Necessities of Business is divided into seven parts, each built around an essential element that will allow you to stand apart from the crowd. The short, accessible chapters show you everything you need to: Get your business started Become a great boss Connect with your customers Add value to the...

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