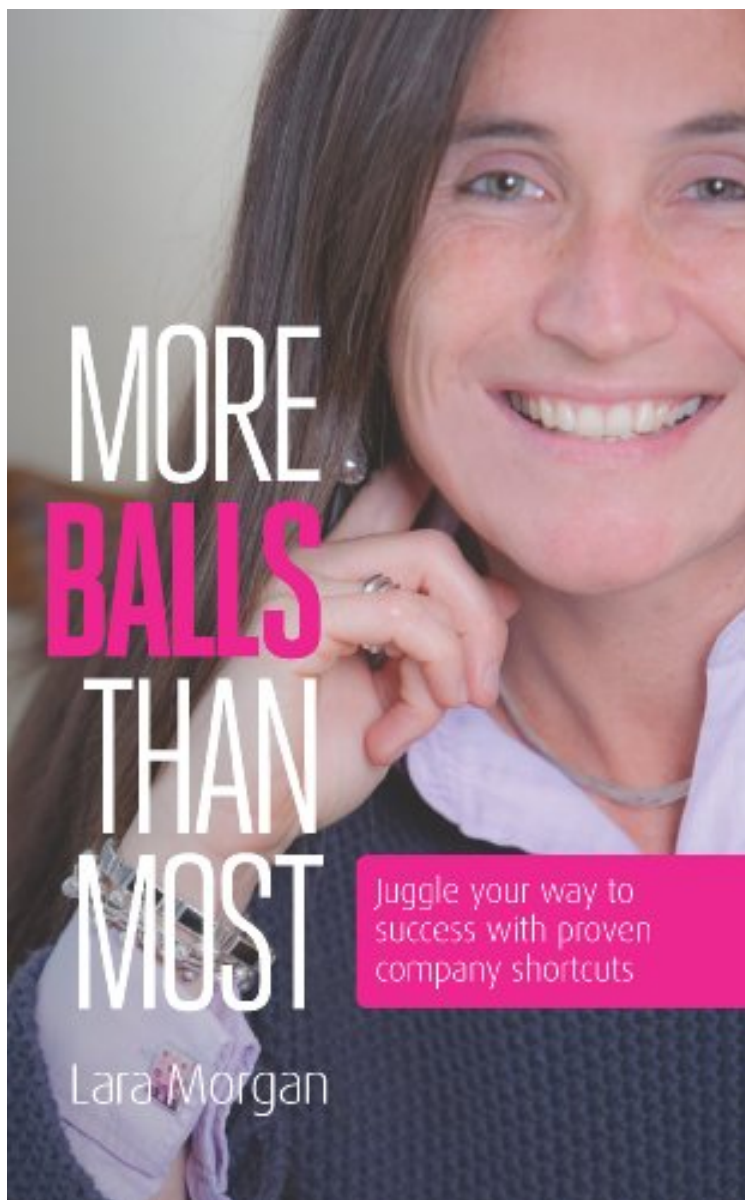


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More balls than most

Lara Morgan

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Lara Morgan : More balls than most before purchasing it in order to gauge whether or not it would be worth my time, and all praised More balls than most:

7 of 7 people found the following review helpful. From bootstraps to high-heels, an inspirational business book By James Euclid Although I wasn't particularly looking to read a business book on 'how to be successful in business', my curiosity was piqued by this woman's forthright ballsy approach to both the title of her book and her writing style.

From my own business experiences, learnt rather ad hoc over the years, I have graduated from the same university of hard knocks, and her philosophical insights are astute. She tells the tale of how she built a small business, Pacific Direct, into a global empire through balls, brawn and brainstorming and then went on to sell it for a multimillion pound deal. A little over-written in parts but well worth the read. She writes with passion and commitment, two essential ingredients in being successful in anything. 1 of 1 people found the following review helpful. Business Balls and Business Sense By Kindler When it comes to business success, only take advice from people who've 'been there, done that'. I'm glad to have stumbled upon this one, just what I needed to get a real dose of what's it like to get into business. Lara's experiences, in her start-up to global setup, inspires me and yet daunts me at times, but it's my dream, I will pursue it. Thanks for sharing this with us Lara! :) 0 of 0 people found the following review helpful. Five Stars By Kathigreat, would order again

In More balls than most Lara Morgan shares secrets that will be inspiring for both young entrepreneurs and established businessmen and women, as well as chief executives faced with difficult decisions about the future of their companies. She shows the reader how to run a successful business and still (nearly) have a work/life balance, have the confidence (and tricks) to make those vital first contacts, take the creative decisions that will set their business apart from the rest and inspire their teams to be creative and celebrate their success. The book is interspersed with examples from her own experience and includes tried and tested ideas. After using this book readers will realise the drive and determination required to make money whilst overcoming previously insurmountable problems.

About the Author Lara Morgan was the founder and CEO of Pacific Direct. Basically a soap saleswoman with a massive belief in people, she revolutionised the hotel amenities market, bringing together some of the most famous brands in the world, such as Bulgari, Aveda, The White Company and Penhaligon's. She was a founder member of the Young Entrepreneurs Organisation, now EO, and a finalist in the Veuve Clicquot Businesswoman of the Year Award, and has also been a three times finalist in the Ernst and Young Entrepreneur of the Year.