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BUSINESS IS ART: AND SCIENCE, GUT INSTINCT, HARD WORK AND A CERTAIN AMOUNT OF LUCK

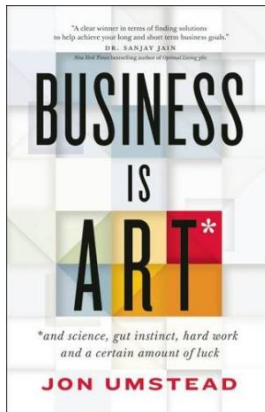


Figure 1 Publishing. Paperback. Book Condition: new. BRAND NEW, Business is Art: And Science, Gut Instinct, Hard Work and a Certain Amount of Luck, Jon Umstead, Estimates say that as many as eight out of ten new businesses fail within the first eighteen months. More conservative estimates say that about half of new business start-ups are still in business four to five years later. In either case, the likelihood of business failure is very high. Studies prove that good planning...

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