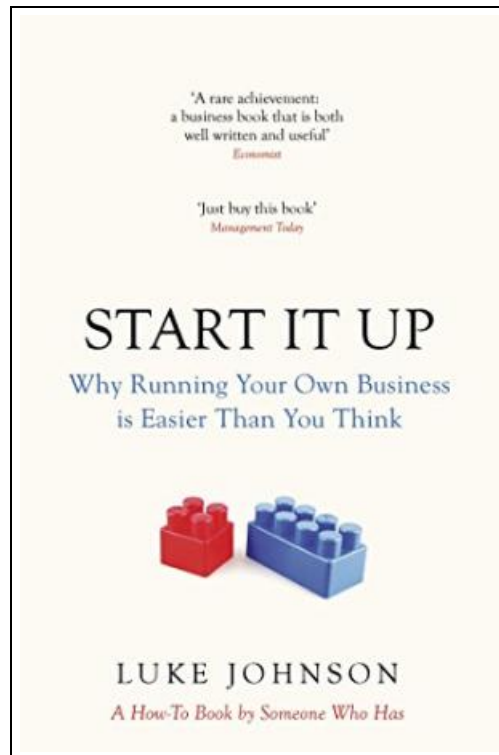


Start it Up: Why Running Your Own Business is Easier Than You Think



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Reviews

This book is definitely not easy to get going on reading but extremely entertaining to learn. It is actually filled with knowledge and wisdom I am very easily will get a delight of reading a composed ebook.
(Krystina Breitenberg)

START IT UP: WHY RUNNING YOUR OWN BUSINESS IS EASIER THAN YOU THINK



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Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Start it Up: Why Running Your Own Business is Easier Than You Think, Luke Johnson, Now in paperback - "Start It Up" by Luke Johnson, 2012's most inspiring guide to running your own business. Running your own business is nowhere near as tough as you might think. So what are you waiting for? Luke Johnson is Britain's busiest tycoon, with a personal fortune estimated at GBP120 million. From Pizza Express and Channel 4 to his incisive "Financial Times" column, Johnson has spent two decades on the business frontline. In "Start It Up", Johnson sets out to inspire - and guide - every budding entrepreneur. He tackles the issues that really matter: finding the right idea, sourcing funds, and getting the best from the people you meet on the way - chiefly yourself. "A must-read for inspiring entrepreneurs, probably the best book available on the subject". (John McLaren, "Management Today"). "Part rant, part outpouring of useful knowledge gleaned from 20 very successful years in business. There is a great deal here that is good". (Richard Reed, co-founder of Innocent Drinks, "Financial Times"). "For the budding entrepreneur, this clear, thoughtful and passionate how-to guide will be an excellent first investment". ("Economist"). Luke Johnson is one of Britain's most successful entrepreneurs with an estimated personal fortune of GBP120 million. He is Chairman of Risk Capital Partners and The Royal Society of Arts, and a former Chairman of Channel 4 Television. He writes columns for the "Financial Times" and "Management Today". In the 1990s he was Chairman of PizzaExpress, which he grew from 12 restaurants to over 250; he also founded the Strada pizzeria chain and owns Giraffe and Patisserie Valerie. He lives in London and is married with three children.



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