



# The Most Successful Small Business in The World: The Ten Principles

*Michael E. Gerber*

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## **The Most Successful Small Business in The World: The Ten Principles** Michael E. Gerber **A unique guide for the crucial start-up phase of a business**

So much attention goes to business practice and operation, yet the majority of ventures still fail. One area often overlooked is preparation. Too few entrepreneurs ask themselves, what are you supposed to do *before* you start your start-up?

*The Most Successful Small Business in The World* gives you Michael E. Gerber's unique approach to thinking about the meaning of your company by applying his ten critical steps; a process you must go through long before you ever open your door. With these simple principles, based on expert Michael Gerber's years spent helping countless entrepreneurs, you'll take the essential first steps to lay the groundwork for building what Michael E. Gerber calls The Most Successful Small Business In the World!

- Author Michael Gerber has coached, taught, or trained more than 60,000 small businesses in 145 countries
- Free Webinar with Gerber for book purchasers
- Gerber's Ten Principles cover everything from defining the meaning of your company, teaching you how to think about systems, the importance of differentiation, perfecting the people within your business, acquiring clients, and more

If you're ready to make your business dream more than just a reality, and resolve to do something bigger than you ever imagined, *The Most Successful Small Business In The World* will provide you with a stunningly original process for thinking yourself through it. Yes, you too can create *The Most Successful Small Business In The World*...Michael E. Gerber will show you exactly how to do it.

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