



Turning Good Ideas into Great Businesses

By Francis Tay

Marshall Cavendish International (Asia) Pte Ltd. Paperback. Book Condition: new. BRAND NEW, Turning Good Ideas into Great Businesses, Francis Tay, The essence of this book is about turning a good business idea into a great business. The former does not always lead to the latter. Turning Good Ideas Into Great Businesses is the amalgamation of more than two decades of the author's business experiences, gleaned from starting companies as well as working with companies of various sizes, as an investor and mentor. Whether you are thinking about starting a business, taking the first steps, already running your own business, managing a company, or simply interested in investing in a business, this comprehensive guide provides you with a structured way to study a business from a fresh perspective. The SPARK model is presented, simple and cutting through the clutter to present what really matters in today's businesses. Each letter of SPARK represents an important milestone in the journey that takes a good idea and turns it into a great business.



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