



No B.S. Business Success In The New Economy

Dan S. Kennedy

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Internationally recognized “millionaire-maker” Dan Kennedy leads business professionals into the post-recession economy and introduces them to the new rules, new restrictions, new obstacles, and new opportunities that lie ahead. Entrepreneurs are mentored on which current business truths and principles are still relevant, but more importantly, Kennedy offers completely new strategies, tactics, and applications to help them succeed in The New Economy. Following Kennedy’s advice, entrepreneurs can go forward into The New Economy more astutely, efficiently, productively, and confidently—earning themselves more money than they ever imagined possible! Kennedy covers:

- The key decision required for success by The New Economy
- The #1 Demand of New Economy Customers and how to meet it
- Four power-positioning strategies for extreme marketplace advantage
- Six mandatory entrepreneurial competencies for The New Economy
- What The New Economy punishes most viciously and rewards most generously
- How to avoid destruction by and instead profit from the “No Boundaries” New Economy
- And More

In this timely business guide, Kennedy reveals essential strategies, tactics, and business principles that every business owner will need to succeed in the tougher, more demanding New Economy.

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