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Think Big!: Think Big, Act Big, and Be Big The Simplified Playbook for Managing a Growing Company

Ronald F Pellegrino

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What's the major factor in most start-up failures? Although you might think it's the limited resources of the small company, the answer is actually inexperienced management.

Don't stand in the way of your company's success! Learn how to become an effective manager of your people and resources so you can navigate the inevitable small company pitfalls—and achieve the necessary growth to become a prosperous company.

Think Big! teaches you how to handle the critical challenges every entrepreneurial endeavor faces in a timely and effectual manner. Presenting ten essential management principles, complete with real-life examples from the author's own experience of growing a tech start-up into an award winning market leader, this practical guide provides the advice and lessons learned to help management avoid the many pitfalls facing a company on its journey from start-up to a growing success.

Think Big! also encourages you to be an active reader. It invites you to measure your company's current performance by answering the self-assessment questions at the end of each chapter and also suggests action items for each principle to aid in the successful implementation.

So discover how the strategies of thinking and acting big can lead your company to actually *be* big.

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