



## Small Business for Big Thinkers: Unconventional Strategies to Connect With and Win Big Business

By Cynthia Kay

Career Press, United States, 2013. Paperback. Book Condition: New. 208 x 132 mm. Language: English . Brand New Book. Not only is Cynthia a dynamic, successful small-business owner, she makes it a point to be at the center of the collective national debate on small-business issues. She brings a unique perspective to the debate and never loses sight of what truly matters: the importance of entrepreneurship and the ability for small businesses to start, run and grow. --Todd McCracken, President and CEO of the National Small Business Association Small businesses succeed when their leaders think big. In her book, award-winning business owner and sought-after consultant Cynthia Kay shows us that small business is actually a big deal. With the right tools and techniques, small business leaders can reach the highest heights. Whether you re just starting out as an entrepreneur or captaining an existing business, this book is a must-read. --Jeff Beals, author of Self Marketing Power and Selling Saturdays Cynthia Kay s creativity, drive, and not-so-common competence has made a real contribution to me and to Herman Miller . There are lots of books written about business--too many, without anything new to say. This is one I actually read...



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