



What to Do When You Want to Give Up: Help for Entrepreneurs in Tough Times

By Trevor Waller & Allon Raiz

Times Group Books, New Delhi, India, 2014. Softcover. Book Condition: New. First Edition. What do you do when all the financial indicators are telling you that you are a failure, but a voice deep inside is telling you that you have something special? When do you know whether you are conning yourself, or if indeed there is something worthwhile in your business? How do you handle the disparity between what you portray to the world and what is really going on inside? Using the story of a real entrepreneur, Raiz takes us from where we left off in his first book, Lose the Business Plan: What they don't teach you about being an entrepreneur (which deals with starting a new business) and shows us how to assess whether your business can weather the challenges that face so many small businesses. Printed Pages: 192.

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