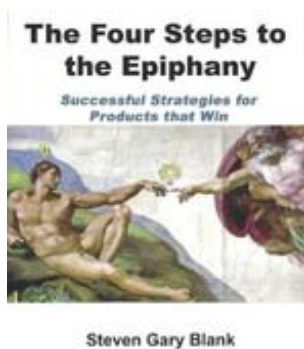


Ново в Икономическата библиотека (18 – 22 юни 2012)

Нови книги в секцията „Библиотека на предприемача”



***The Four Steps to the Epiphany:
Successful Strategies for Products that Win***

Steven Gary Blank

Quad/Graphics, 2007

The essential book for anyone bringing a product to market, writing a business plan, marketing plan or sales plan. Step-by-step strategy of how to successfully organize sales, marketing and business development for a new product or company. The book offers insight into what makes some startups successful and leaves others selling off their furniture. Packed with concrete examples, the book will leave you with new skills to organize sales, marketing and your business for success.

<http://library.ime.bg/the-four-steps-to-the-epiphany/>



Think and Grow Rich

Napoleon Hill

Ballantine Books, 2012

During our ten-year association, I learned the missing number to my combination for worldwide successful achievement. The Master Mind Principle: two or more persons working together in complete harmony toward a mutual goal or goals...Napoleon Hill's philosophy teaches you what you were never taught. Specifically: How to Recognize, Relate, Assimilate and Apply principles whereby you can achieve any goal whatsoever that doesn't violate Universal Law - the Law of God and the rights of your fellowman... -- W. Clement Stone Chairman, Combined International Corporation President, The Napoleon Hill Foundation

<http://library.ime.bg/think-and-grow-rich/>