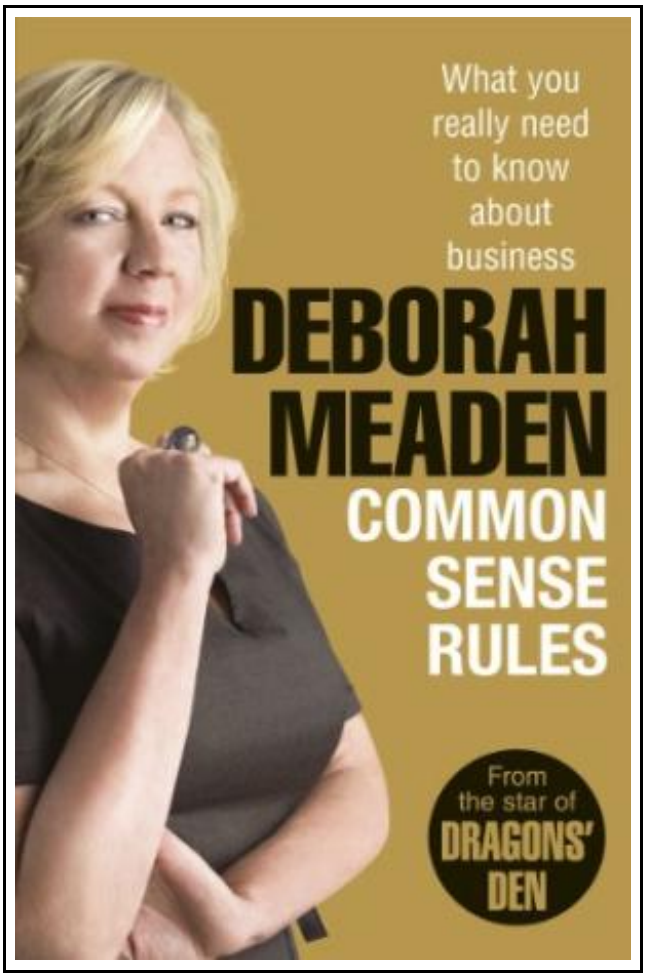
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Cornerstone. Paperback. Book Condition: new. BRAND NEW, Common Sense Rules: What You Really Need to Know About Business, Deborah Meaden, Deborah Meaden is known to millions for her straight-talking, no-nonsense approach on BBC2's "Dragons' Den", and in "Common Sense Rules" she shares insights and observations gleaned from a life lived in business. Some of them come from witnessing the successes - and the failures - of others. Many more, though, are drawn from her own business ventures. She shows, for example, how an early stint in a holiday park gave her a crash course in customer relations. She frankly and honestly analyses why her first enterprise, which started so promisingly, turned sour. And she explains why turning down a multimillion-pound offer for her chain of holiday parks was the best decision she ever made. As direct and to-the-point on the page as she is in the Den, Deborah Meaden is a superbly clear-sighted and experienced observer of business success, and her book is guaranteed both to inform and inspire.

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