



Street Smarts: An All Purpose Tool Kit for Entrepreneurs

By Norm Brodsky, Bo Burlingham

Penguin Putnam Inc. Paperback. Book Condition: new. BRAND NEW, Street Smarts: An All Purpose Tool Kit for Entrepreneurs, Norm Brodsky, Bo Burlingham, People starting out in business tend to seek step-by-step formulas or rules, but in reality there are no magic bullets. Rather, says veteran company-builder Norm Brodsky, there's a mentality that helps street-smart entrepreneurs solve problems and pursue opportunities as they arise. Brodsky shares his hard-earned wisdom every month in "Inc." magazine, in the hugely popular "Street Smarts" column he cowrites with Bo Burlingham. Now they've adapted their best advice into a comprehensive guide for anyone running a small business.



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