

[E-BOOK] Back in the Driving Seat with George Mordaunt: Creating Your Own Business Recovery

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George Mordaunt

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In 2011 George Mordaunt wrote a book called 'Shepherd's Pie', which detailed with excruciating honesty his personal story of coping with recession and recovery. Its release generated an incredible response from people all over Ireland who were struggling to cope financially and emotionally. Utterly humbled by the thousands of people who contacted him Mordaunt recognised their desire for help, their desire for guidance and their desire to recover. Compelled to act, Mordaunt now delivers a guide to recovery sharing for the first time confidential details of the steps that he took and the unpopular decisions that he had to make to ensure the survival of his family business, while clearly demonstrating that now more than ever people must decide on and execute their end game. This is a story of continued survival, self education, creative thinking and ruthless execution. It's a story of hope and inspiration and of finally realising that the time to act is now so that you can enjoy the path to recovery.

About the Author In late 2010, George Mordaunt's Chamber of Commerce conference speech to politicians and Irish company chiefs brought the conference room to tears and sparked the story of how bust businesses can lift themselves out of the mire and recover. This led to his first book 'Shepherd's Pie' which was a great success.