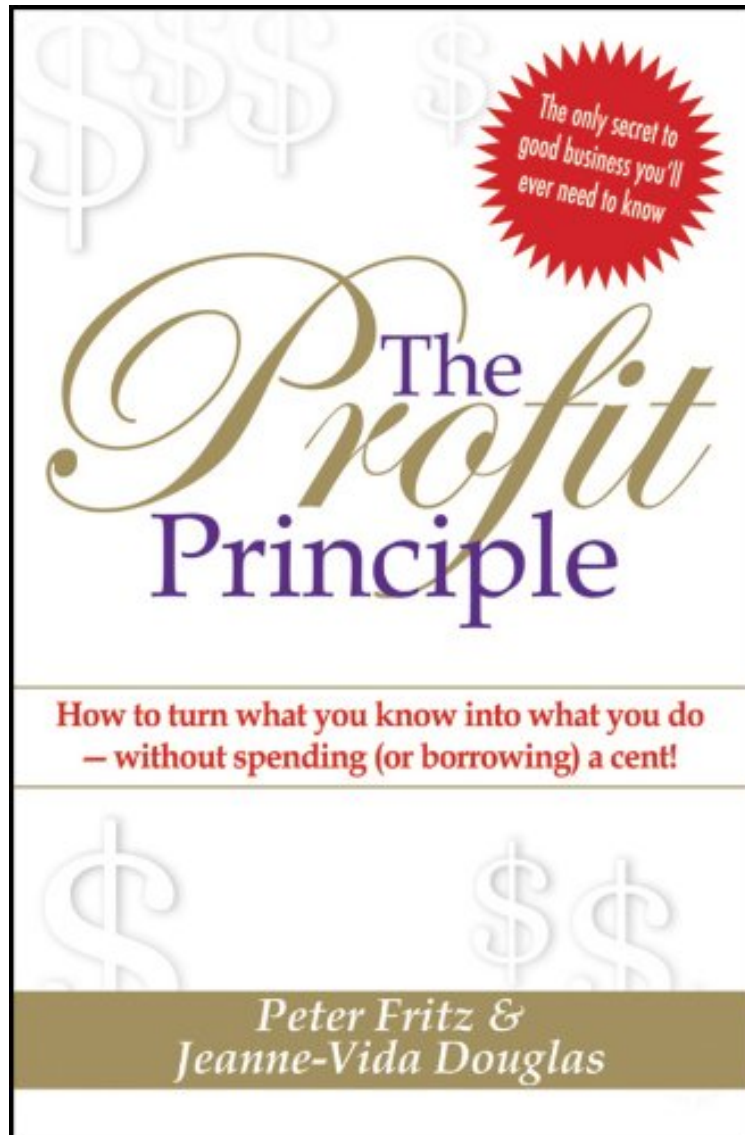


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The Profit Principle: Turn What You Know Into What You Do - Without Borrowing a Cent!

Peter Fritz, Jeanne-Vida Douglas

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The profit principle is the only secret to good business you'll ever need to know. Success in business has little to do with investment capital, a business plan or office space. Success comes from applying the four-part profit principle. Discover how you can turn what you know into what you do, and launch a successful, sustainable venture without spending (or borrowing) a cent. It's a process that's simpler than you think and already within reach. Most books on starting a business don't extend further than the practicalities: plans, finance, accounting, equipment and so on. There are so many books on this topic, and their advice is often similar and predictable; rarely do they offer a new perspective or directions for a smarter approach. The motivational books that also serve this market may read well, but they often lack the substance on which to base sound business decisions and actions. If you want to run your own business and don't already, stop and ask yourself why not? The Profit Principle is a modern classic that will revolutionise your thinking on what it takes to succeed and inspire you to get started.