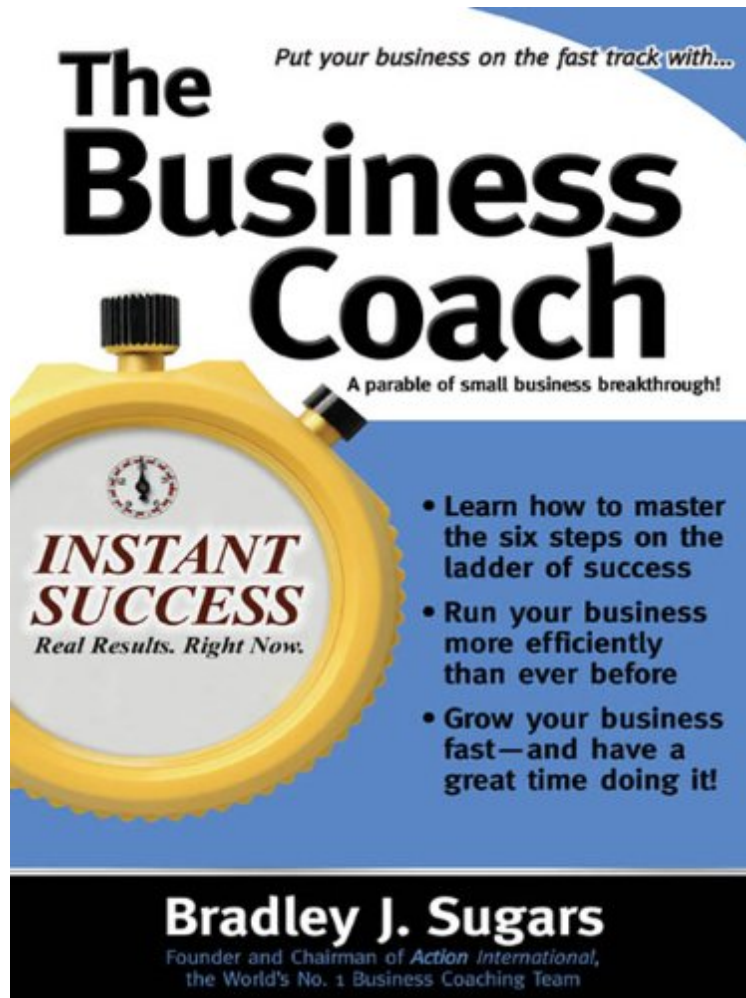


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The Business Coach (Instant Success Series)

Bradley J. Sugars

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Bradley J. Sugars : The Business Coach (Instant Success Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Business Coach (Instant Success Series):

2 of 2 people found the following review helpful. Watch out for fake 5 star reviews By WT Let's start with the good. If you have little or no formal business education and/or experience, and find yourself running a business, you will almost certainly get value from this book. It can even help you to achieve success. Unfortunately, most of the text is self-promotional waffle, dressed up as fiction. The reader is forced to wade through verbosity to be rewarded with a few key one-liners and the odd paragraph of wisdom. Nothing ground-breaking, mind you, just good back to basics common business sense. This doesn't stop the author for example claiming ownership of an established term like Unique Selling Proposition, which has been around for a long time ("USP as I like to call it"). Other reviewers have covered the next concern in detail, so I'll just echo extreme disappointment in the way associates of the author have created raving reviews for this book. Just google some of the 5 star reviewers to see their association with Sugars and

Action International. I'm returning my copy for a refund, though I don't doubt that the book could be useful in the right hands. 0 of 0 people found the following review helpful. Guide to grow from owning your job to owning a business By Giles This book lays out how to grow from owning your job to owning your business. I'm a business coach and this book is my new manual. 0 of 0 people found the following review helpful. interesting book, needs to work on, ! By idinteresting book , needs to work on , !

Put yourself in the hands of the Business Coach-and run your business like a champion! Follow along as the Coach demonstrates how to successfully navigate the challenges and recognize the opportunities business owners face every day. The Business Coach uses strategies developed by Sugars and the business coaches at Action International, who have helped nearly a million business owners worldwide realize their dreams. You'll learn: The story of business basics for beginning and experienced business owners How to pinpoint problem areas, develop winning strategies, and measure your progress The secrets to true financial freedom by building a successful company that runs itself Get real results right now when you discover all that Instant Success has to offer! Instant Advertising * Instant Cashflow * Instant Leads * Instant Profit * Instant Promotions * Instant Referrals * Instant Repeat Business * Instant Sales * Instant Systems * Instant Team Building * The Business Coach * The Real Estate Coach * Successful Franchising * Billionaire in Training

From the Back Cover Put yourself in the hands of the Business Coach-and run your business like a champion! Follow along as the Coach demonstrates how to successfully navigate the challenges and recognize the opportunities business owners face every day. The Business Coach uses strategies developed by Sugars and the business coaches at Action International, who have helped nearly a million business owners worldwide realize their dreams. You'll learn: The story of business basics for beginning and experienced business owners How to pinpoint problem areas, develop winning strategies, and measure your progress The secrets to true financial freedom by building a successful company that runs itself Get real results right now when you discover all that Instant Success has to offer! Instant Advertising * Instant Cashflow * Instant Leads * Instant Profit * Instant Promotions * Instant Referrals * Instant Repeat Business * Instant Sales * Instant Systems * Instant Team Building * The Business Coach * The Real Estate Coach * Successful Franchising * Billionaire in Training About the Author Bradley J. Sugars is a world-renowned entrepreneur, author, and business coach who has helped nearly a million clients around the world find business success. Brad is the founder of Action International, a global network of business coaches with nearly 1000 offices worldwide. Brad and the Action International team have refined over 500 business strategies and systems that are used by Action business coaches on six continents.