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Steve Brookes. Hardback. Book Condition: new. BRAND NEW, Think Big and Make a Difference, Shaun Chatterton, Shaun Chatterton, founder and CEO of CPD plc, the UK's largest independent international distributor of cleaning and hygiene products, shares his 25 years of business experience, knowledge and commercial insight in his new book, 'Think Big and Make a Difference'. The book contains 52 proven ways to grow your company in 52 quick and easy to read sections - one for every week of the year. Each focuses on a different idea, ethos or strategy, all designed to help owners of any size of business grow their companies, or indeed encourage those just starting out. The book covers such key elements as service; company positioning; ethical approach; business structure; customer relations; seizing opportunities; protecting margins; having a trader mentality; persistence; investing in people; understanding external perceptions of your company, and when to cut your losses. These aren't theories, they are proven techniques that Shaun has employed to achieve significant global success with CPD. In each case he provides an illustrative example from his own company's history, demonstrating the positive results achieved. And throughout he weaves in relevant and inspirational quotes from such visionary leaders as Winston Churchill, Richard Branson, J C Penney, Henry Ford, Anita Roddick and Walmart founder Sam Walton. All profits from the book will be donated to CPD's chosen charity, Fresh2o. Supporter of the charity and legendary Ameican astronaut, Buzz Aldrin says: "Shaun, congratulations on your excellent book that I believe will help many budding entrepreneurs achieve their goals.".

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