



The Small Business Life Cycle - Second Edition: A No-Fluff Guide to Navigating the Five Stages of Small Business Growth

By Charlie Gilkey

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Small businesses have their own unique growth patterns. Each of the five stages of the small business life cycle has its own strengths, challenges, inconvenient truths, ways forward, and catalytic moments. Whether you're just starting out or have been in business for a while, this best-selling book will help you determine what stage you're in and where to focus your resources so you can grow your business efficiently. The Second Edition includes new material that addresses how and why founders keep their businesses stuck in Stage 3.

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- Sales Rank: #575599 in Books
- Published on: 2014-06-19
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .19" w x 5.50" l, .24 pounds
- Binding: Paperback
- 84 pages

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