



The Street to the Highway: The Unspoken Secrets Behind Converting Small Businesses Into Large Companies

By Vineet Bajpai

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. This book shatters the myth that business success is a matter of destiny for a few chosen corporate barons. It shows that stellar business growth is not the result of some supernormal capabilities of a few super-individuals but is an outcome of a systematic construct of proven strategies and determined actions. Every small business can be transformed into a mega corporation one day. And this book shows HOW! Written in a simple and racy style this book carries powerful and executable lessons for corporate executives, managers, students, entrepreneurs, employees of small and mid-sized companies, CEOs and most of all for millions of small business owners. A must read for anyone who wants to unravel the mystique behind why most businesses stagnate for decades while a handful become winning corporations and use that learning to embark upon organization building and wealth creation. Printed Pages: 292.



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