



Business Genius: Deceptively Simple Ways to Sharpen Your Business Thinking

By James Bannerman

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Business Genius: Deceptively Simple Ways to Sharpen Your Business Thinking, James Bannerman, You can be a Business Genius. And the good news is that it isn't that hard. In fact, Business Genius! makes it fun. Inside this book are the secrets to more inner genius at work. They'll help you spot opportunities, pole-vault problems, get creative and surprise others by turning the ordinary into the extraordinary and the impossible into possible. Through an array of highly original and powerful psychological techniques, you'll soon start to improve: - Yourself: boost your focus, confidence, resilience and time-management skills - Your business: drive, grow and hone your competitive advantage, innovation and collaboration - Your impact: develop your influence, creativity, negotiation and leadership skills Blast through the blocks that hold you back and discover the clever, cunning tips and strategies that everyone from Disney to Danone and Ferrari to Faberge are using. Then turn theory into action, sharpen your skills and take your Business Genius thinking to an amazing new level. 'If you have an idea and want to make it happen, this is the book for you.' Ray Keene OBE, The Times 'This concentrated...



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