



The Rebel Entrepreneur: Rewriting the Business Rulebook

Jonathan Moules

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The Rebel Entrepreneur: Rewriting the Business Rulebook Jonathan Moules

Everyone wants to start their own business and there are lots of books telling you how to go about it. The only trouble is a lot of them are wrong. The Rebel Entrepreneur by Financial Times journalist, Jonathan Moules, explains why, in many cases, the received wisdom on entrepreneurship just isn't the best way of doing things. Full of examples of successful entrepreneurs who've made the grade by doing things differently, this book will show you why you don't need a business plan, that there's nothing wrong with copying someone else's idea, why if things get tough you should put your prices up and how cutting costs can kill your business. With many thousands of people starting a business every year, this is the book that no entrepreneur can afford to be without.

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