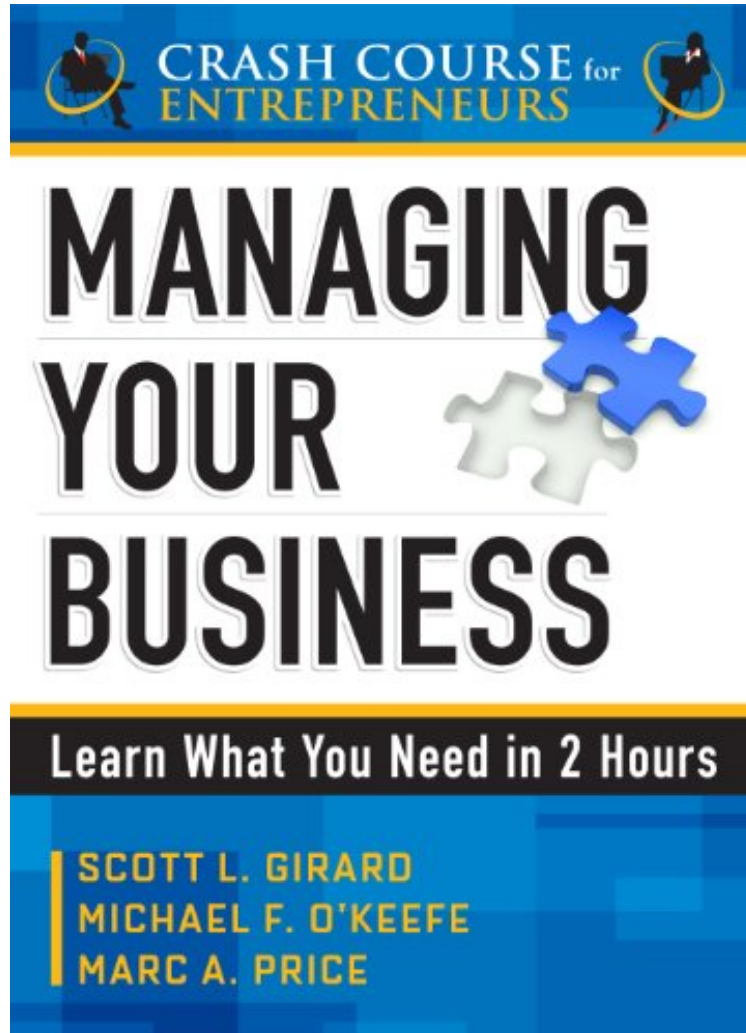


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## Managing Your Business (A Crash Course for Entrepreneurs)

*Scott L. Girard, Michael F. O'Keefe, Marc A. Price*  
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You may be a one-person band, the only manager in your company, or the manager of other managers in a larger company. Whatever size your business, having a strong grounding in the thinking and practices of effective managers and leaders will make you more effective. In this essential guide, you'll learn how to:

- \* Create a vibrant office

culture.\* Make meetings really work (and kill those that don't).\* Cut costs and spend wisely.\* Hire and motivate the best employees

About the Author Marc Price has collaborated with the federal government, United States military, major nonprofit organizations, and some of the largest corporations in America, developing and implementing new products, services, and educational programs. Equally skilled in business-to-business and business-to-consumer functions, he has facilitated product positioning, branding, and outreach efforts on many different platforms for the organizations with which he has worked. As an entrepreneur, Marc has successfully directed the launch of seven different companies, ranging from traditional brick-and-mortar establishments to innovative dot-com initiatives. As an accomplished public speaker and writer, he has appeared on nationally syndicated television and radio networks, in national print publications, and has been the subject of numerous interviews and special-interest stories. He received his Bachelor of Science in organizational management from Ashford University.