



Potemkin, Inc.

Philippe Joly

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Potemkin, Inc. Philippe Joly

Entrepreneurs always seem hungry for success, don't they? But what if many, were also just hungry, literally, as they struggle in their quest for success? Philippe Joly shares his true, entertaining, and funny stories and anecdotes, to show a controversial reality behind many Start-Ups, and takes the reader on a guided-tour backstage to see what is really going on. Potemkin, Inc. is a personal visit behind the scenes, which provides a fascinating insight into the Samson and Goliath battles that many one-man bands, and small businesses, fight and win, every day, by inventing their own rules, and finding creative ways in order to seize opportunities. An eye-opening first book that offers every small business owner some serious food for thought, and a must-read for anyone embarking on the rollercoaster ride of starting a business. Forget about what you learned in business school and discover that the only 80/20 rule that matters is the 20 you show and the 80 you don't.



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