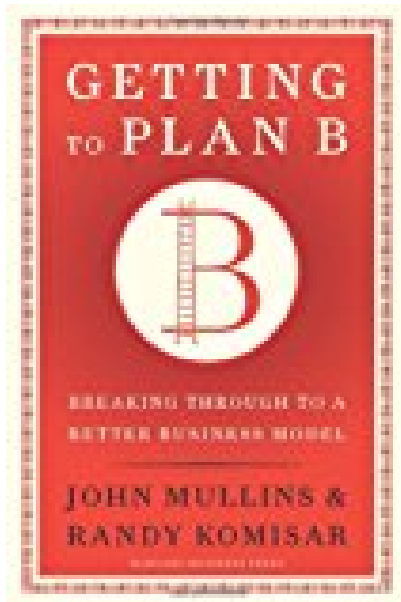


# Getting to Plan B Breaking Through to a Better Business Model

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## BOOK DETAILS

- Author : John Mullins
- Pages : 272 Pages
- Publisher : Harvard Business Review Press
- Language : English
- ISBN : 1422126692



## BOOK SYNOPSIS

Unlock better opportunities with a new strategy for reinventing any business model. Succeeding with a new business whether in a corporation or a venture based setting requires taking a leap of faith. But in order to grow, the business will need to morph and adjust many times before it meets the needs of a viable market. Getting to Plan B guides you through specific steps to effectively reinvent your entrepreneurial business model.

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