Perpustakaan Sekolah Tinggi Ilmu Kepolisian (STIK) >> eBooks

Bottled for business : the less gassy guide to entrepreneurship

Bilimoria, Karan

Deskripsi Lengkap: https://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=35911&lokasi=lokal

---

Abstrak

Every bit as good as the beer itself. ?SIR RICHARD BRANSON, Founder and Chairman, Virgin Group So what does it take to be a successful entrepreneur? There are many different answers, but according to Karan Bilimoria, founder of Cobra Beer, do the following and you won't go far wrong: be creative, go the extra mile, have confidence in yourself and your team, get lucky, be disciplined, take the long-term view, learn constantly and don't be afraid of serious amounts of hard work. Bottled for Business gets to the heart of how and why Cobra Beer has developed into one of the world's best-loved brands. It is a story infused with the passion, belief, energy and vision of its founder and shares the ups and downs of how Cobra got to where it is today. But more than that, it is a story of inspiration for anyone who has dreams of running their own business.