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Francis Tay

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#3396816 in eBooks 2015-04-15 2015-06-11 File Name: B00ZC8PJDI | File size: 16.Mb

Francis Tay : Turning Good Ideas Into Great Businesses before purchasing it in order to gage whether or not it would be worth my time, and all praised Turning Good Ideas Into Great Businesses:

The essence of this book is about turning a good business idea into a great business. The former does not always lead to the latter. Turning Good Ideas Into Great Businesses is the amalgamation of more than two decades of the author's business experiences, gleaned from starting companies as well as working with companies of various

sizes, as an investor and mentor. Whether you are thinking about starting a business, taking the first steps, already running your own business, managing a company, or simply interested in investing in a business, this comprehensive guide provides you with a structured way to study a business from a fresh perspective. The SPARK model is presented, simple and cutting through the clutter to present what really matters in today's businesses. Each letter of SPARK represents an important milestone in the journey that takes a good idea and turns it into a great business.

About the Author Francis Tay has been working with small and large companies, from start-ups to MNCs, for more than two decades. He has facilitated the expansion strategies of companies spanning across different global markets where he had been based. Through his active participation in start-ups and businesses that he has personally invested in, Francis has a wealth of understanding on how business owners think, strategize and execute their businesses. He has also brought these extensive experiences into the classroom, lecturing at post-graduate level in a leading university in Singapore.