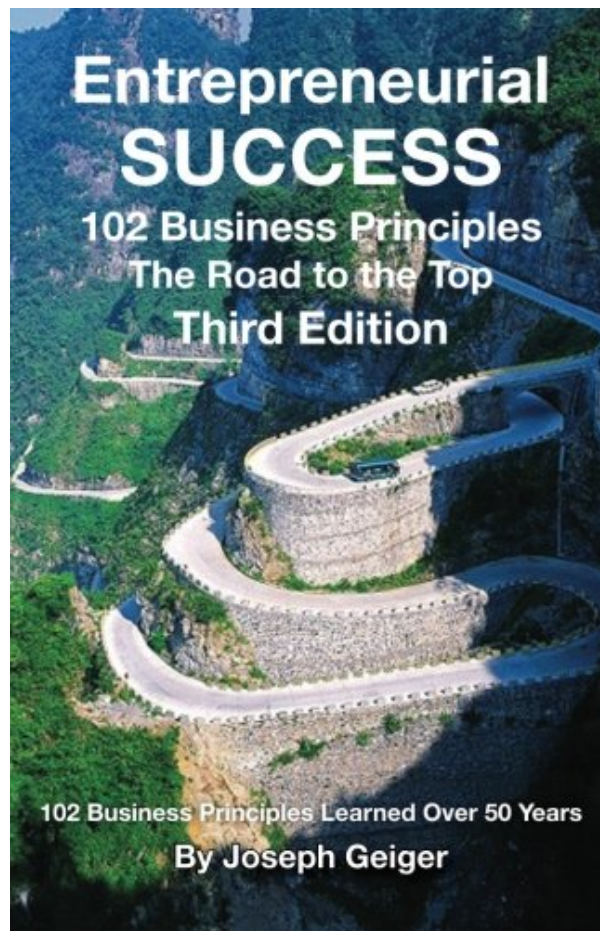
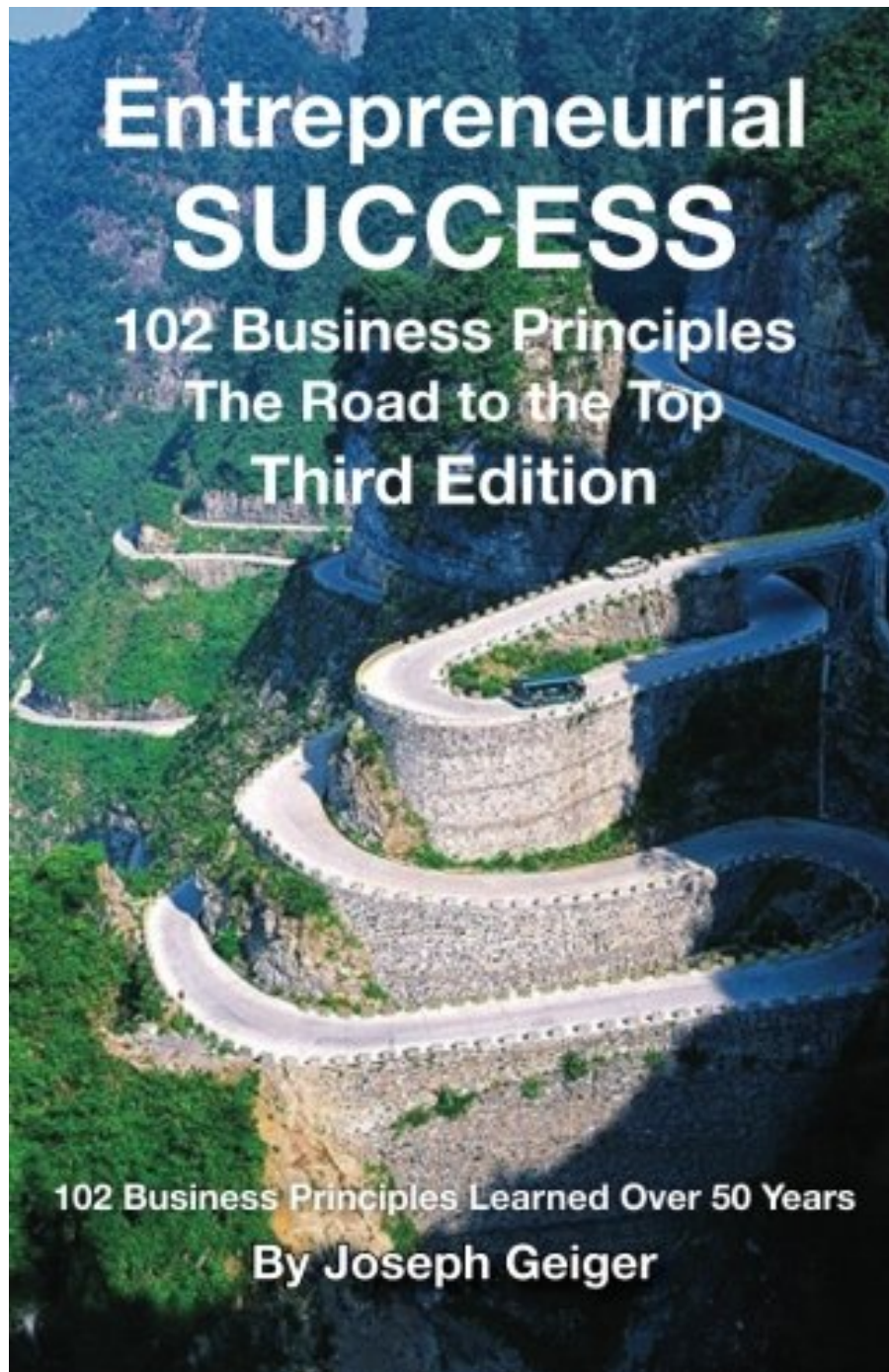


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Joe Geiger spent 55+ years as an entrepreneur, starting, building and selling a variety of businesses, two of which employed over 120 people, one had four locations in three western states. They ranged from small service businesses to a multi-state sale and service business, plus three manufacturing companies. The business structures of these 11 businesses were four Sole Proprietorship's, one C Corp., three S Corp, and three LLC. He financed several personally, one with the help of a supplier, two with stock holders, and one by a 5 million dollar self-directed regulation "D" public stock offering. Interspersed in his business life were two attempts to retire plus a short stint of working for a friend's company, where he designed and implemented a multi-media sales program that doubled the company's sales in one year. Shortly after he retired he started teaching college-level entrepreneurship and business management. In 2011 he wrote the book, Entrepreneurial Success, 101 Business Principles, The Road to the Top. This is the Third Edition of that book. The content has been expanded by over 30%, plus the addition of a very important principle on how to consistently hire successful employees.

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- Sales Rank: #5994748 in Books
- Published on: 2015-08-28
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .80" w x 5.50" l, .90 pounds
- Binding: Paperback
- 354 pages

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