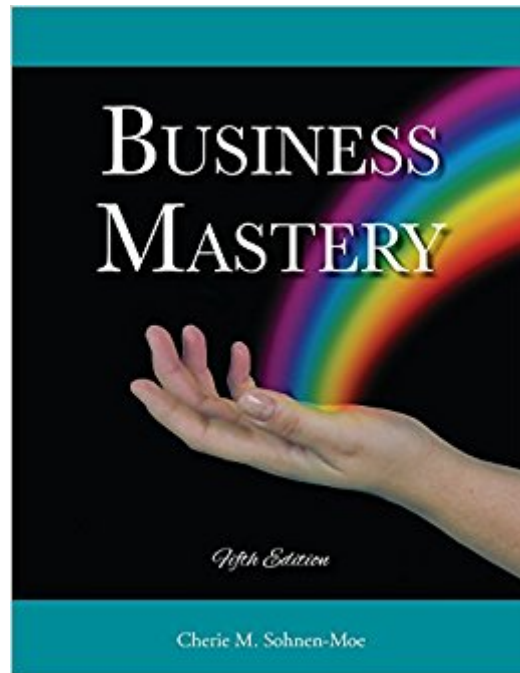




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# Business Mastery



## Synopsis

For the past three decades, Business Mastery has served as a trusted guide for people seeking to live their career dreams. It is specifically designed to support readers on their journey to a fulfilling and financially rewarding career. In the pages of this innovative, time-tested book, readers will find everything needed to launch and effectively manage a thriving practice. It also includes practical tools and tips for how to market one's skills, work smarter, develop alliances through networking, fine-tune communication skills, and increase profits. The 5th edition is completely updated and includes new information about the psychological aspects of purchasing, the purchasing cycle, how to effectively build an online presence, and tips on how Internet marketing can boost business growth. Business Mastery is filled with resources to help readers stay balanced, increase their client base, get organized, clearly define goals, and, most importantly, keep doing what they're passionate about while creating an excellent income stream. Developing business savvy is key to success whether working for someone else or being self-employed. Whichever path is chosen, readers can count on Business Mastery to help make their dreams a reality.

## Book Information

Paperback: 528 pages

Publisher: Sohnen-Moe Associates; Fifth edition (April 1, 2016)

Language: English

ISBN-10: 1882908058

ISBN-13: 978-1882908059

Product Dimensions: 1.2 x 8.8 x 11 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #84,522 in Books (See Top 100 in Books) #55 in Books > Health, Fitness & Dieting > Alternative Medicine > Massage #84 in Books > Textbooks > Medicine & Health Sciences > Alternative Medicine #8688 in Books > Medical Books

## Customer Reviews

Great book for people who are going to start their business.

Was expecting it to be more tailored for massage/spa business... Its more of business 101

We have used Business Mastery in the classroom at Bodyworks Massage Institute beginning with our first program in the year 2000. The text is easy to read and understand, and gives our students enough information to understand the concepts of running a business, as well as how to stay inspired in your career. Whether you are a sole proprietor, an LLC or a corporation in any business, I highly recommend this book.

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