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# How to be an Entrepreneur. New Business Conduct

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Entrepreneurs play a vital role in today's society. We rely on them to sustain and create jobs and we understand that they are needed to generate wealth and preserve our well being.

For entrepreneurs: we hope to help you to make your project a success, to rein in your natural exuberance and behave prudently, to act at the opportune moment. Your ideas are like gold and it is urgent to turn them into reality. For businessmen: we hope to help you run your business, to evaluate what happens there and how it is done, to check how you control things and how relations should be with your clients, your employees, your suppliers and your competitors.

New ideas for the challenges of new times.

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