



Authentic Business: How to Create and Run Your Perfect Business

Neil Crofts

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- Authentic Business shows that it is possible to start a successful business without selling out your values. It shows that business does not have to be exploitative, greedy and devoid of meaning.
- Takes you step by step, through the 'why?' and 'how?' of starting and running your own business.
- Neil Crofts uses inspiring examples of those who have achieved their dreams on authentic lines.
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