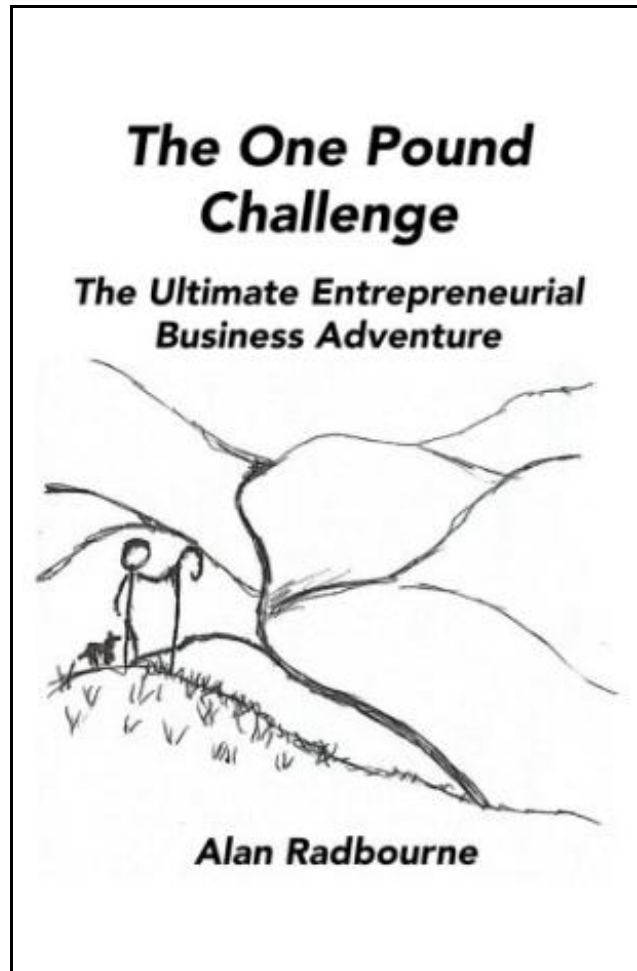


The One Pound Challenge: The Ultimate Entrepreneurial Business Adventure



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THE ONE POUND CHALLENGE: THE ULTIMATE ENTREPRENEURIAL BUSINESS ADVENTURE



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Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The humble pound. There isn't much you can really buy with it now-a-days. It wouldn't even get you a cup of coffee. So how about using it as the full investment to start up a business? The One Pound Challenge is the inspiring story of Alan Radbourne, a Loughborough University graduate, who journeyed into the working world through an audacious year long business adventure to discover how much he could earn from only a 1 investment. Discover how he took his 1 investment to over 20,000 profit in a year, what drove him to succeed and ultimately gain inspiration to manage your business or personal finance better through the lessons he learnt along the way. About the book: This book isn't a self-help or how-to book. It does not give business theory or claim to have all the answers. It is not trying to reinvent the wheel or sell you a product. This book is a story. A real-life, stripped-down and honest story of a graduate's journey into the world of work through a year long adventure that challenges the perceptions of what it takes to start a business. Welcome to the One Pound Challenge: A Business Adventure from a 1 Investment! I am Alan Radbourne. A Loughborough University graduate in Geography and Sport Science, which apparently qualifies me for running and colouring in at the same time! Before we begin, I would like to make clear that this book isn't based on academic theory, because I have never studied business before. So I am, quite possibly like you, a complete business novice. Don't let that change your mind about this book....

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