



## Changing Gears: How to Take Your Kiwi Business from the Kitchen Table to the Board Room (Paperback)

By David Irving

Auckland University Press, New Zealand, 2010. Paperback. Condition: New. Language: English . Brand New Book. Rooted in the success stories of real companies, this guide presents a concise outline of the key business principles behind generating growth, profitability, and market penetration. Illustrated throughout with diagrams and exercises, this accessible handbook provides answers to the most critical questions regarding business models, financial drivers, leadership, and team-building. From start-up entrepreneurs and established family businesses to farms and factories, this examination draws on real-life business careers and international research, celebrating the vision, determination, and tenacity of owner-managers. Stressing a healthy balance between professional and personal lives, this analysis is the essential toolkit to conducting small to medium-sized businesses more efficiently.



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