



Formerly Corporate: Mindset Shifts for Success in Your Own Business

By Lorette Pruden

Open Door Publications. Paperback. Book Condition: New. Paperback. 130 pages. Dimensions: 8.9in. x 5.9in. x 0.4in. When there is no job available, the enterprising person makes one! But what happens when that plan fails, too? Are you a Formerly Corporate employee? Did your good corporate job evaporate in the Great Recession so you decided to open a business? Does your retirement plan include a second career as a business owner? How's that working out for you? New business creation has steadily climbed since 2006, but the rate of business failures has also increased. In fact, it almost doubled in the past few years. Part of the problem, says Lorette Pruden, PhD., is that many Formerly Corporate workers don't shift their mindset from employee to business owner. If Plan A was your corporate career and Plan B a business that just isn't making you the money you want or need, the answer, says Pruden, is Plan C. You need to make big changes to shift from corporate employee to business owner—bigger than you think. In her book you will learn how your Formerly Corporate Outlook gets in your way. That you know more, and less, than you think. The three characteristics...



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