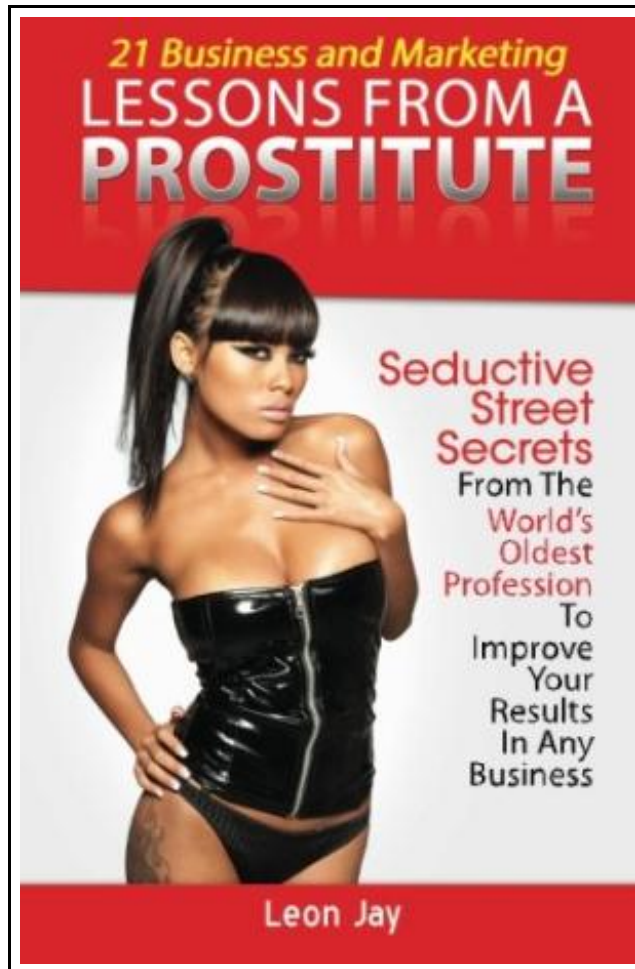


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Createspace, United States, 2013. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book ***** Print on Demand *****.21 Business and marketing lessons is inspired by the streets of Pattaya, one of the world s largest red light districts. People are either fascinated, excited or repulsed by the concept of prostitution, especially when it comes to extreme places like Pattaya. Once you get passed any initial judgement or emotional reaction there is actually a lot to learn. As an international author and speaker on the topic of business, Leon was invited to speak at event held in this notorious red-light area. Most people are shocked or amazed by this city. As a business man, and a lifetime student of business, Leon however became obsessed by one question. How does the world s oldest profession compete in the world s most competitive environment? (The supply way outstrips demand in Pattaya.) Throughout this book Leon will take you on a journey that is fascinating, educational and humorous. Never has learning the principles of business been quite so intriguing. Pattaya may not at first sight appear like a business university. But ask the right questions, invest the time to listen, and it has a lot to teach anyone willing to learn. This book not only gives a fresh look at business and marketing in a fun way, but also delivers practical ideas that any business can implement. Each chapter uses stories and examples to give a clear idea of age old business principles that many people ignore. The girls from Pattaya have learned these strategies and street smarts from the need to survive. As a business owner these should be our first priority. Read this book and benefit from the concise, practical information for every business owner. Discover how...

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