



## The Bullseye Principle

By Bull, Barry

Pan Macmillan, Australia, 2006. Trade Paperback. Book Condition: New. 271 pages. Multiple copies of this title available. "To get where you want to go you need to decide what it is you want. Then develop a strategy to get it, by setting realistic goals, stretching limits, learning from mistakes, solving problems, never losing sight of your target, and having the discipline to hit it." Aiming to be good, be better, be the best. This is the Bullseye Principle. Barry Bull's experience in building a successful family business is vast. In this book the "Music Man" shares it all. He explains the key role that marketing plays in small business and how to aspire to change, establish a market niche and to coexist with the corporate culture of big business. From a young age rock 'n' roll music became the soundtrack of Barry's life. How he transformed this passion into a business that touched everyone around him will inspire other smaller businesses to appreciate that you don't have to be the biggest to be the best. Quantity Available: 10. Category: Business, Finance & Marketing; ISBN/EAN: 9781405037174. Inventory No: 09010175. This item is in stock in our Australian warehouse. We are not...



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