



Thinking Big Is Not Enough: Moving past the myths and misconceptions that stop business growth

Michael G. Walsh

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What does it take to really grow a business big? Thinking big is not enough! As successful business owners, we grow our company to a certain level?and then we seem to plateau. How do we take our business to the next level?

Louise Pasterfield has worked with business consultant Michael Walsh to grow her UK company from £400,000 per annum to £2 million in four years. With Michael's continued help, she plans to go to £10 million in the next 3 to 4 years. While reviewing her progress, she and Michael identify the myths and misconceptions that limited the growth of her business, and the perspective shifts, strategies, and tools she has gained along the way.

This book contains practical ways of looking at growing a business and offers tools to help owners achieve their goals for more profit and more freedom. Providing a framework for creating strong, sustainable business growth, readers learn how to take their business to the next level.

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