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## Sprat to Catch a Mackerel: Key Principles to Build Your Business

By Raymond Ackerman, Pippa de Bruyn, Suzanne Ackerman

Jonathan Ball Publishers SA. Paperback. Book Condition: new. BRAND NEW, Sprat to Catch a Mackerel: Key Principles to Build Your Business, Raymond Ackerman, Pippa de Bruyn, Suzanne Ackerman, When Raymond Ackerman was fired from his job in 1966, he persuaded a group of friends to loan him the money to buy three small Pick 'n Pay stores, which at the time employed a total of 175 people. On his retirement, 44 years later, he had changed the face of southern African retailing, growing his company to encompass 792 stores in eight countries, employing more than 60,000 people, and generating an annual turnover of around R60 billion. In this book Raymond Ackerman shares the basic tenets behind his business philosophy - timeless principles that have guided him through some of South Africa's most turbulent times. This is a book for anyone, whatever their background, who has ever dreamed of starting a business. Providing practical, accessible advice on how to define and build your vision, the book will help you develop your own enterprise, reaching success and self-actualised growth - not by chasing profit, but by giving expression to a driving passion. Rated by the "Financial Times" as among the World's Top...



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