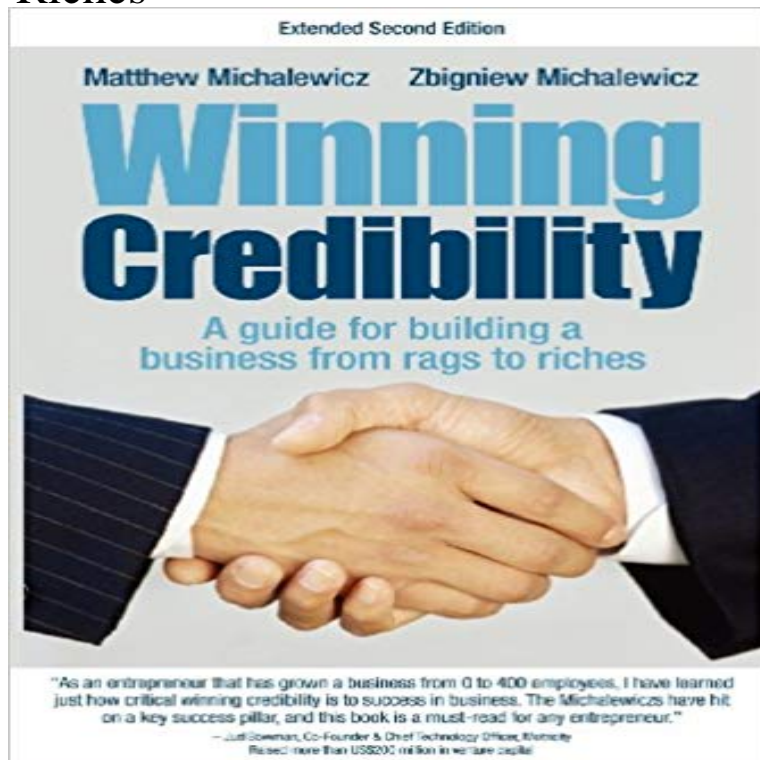


# Winning Credibility: A Guide for Building a Business from Rags to Riches



More than half of new businesses fail within five years, and many of those that endure cant seem to bridge the gulf between just surviving and true success. This book is a practical how-to guide for overcoming the hurdles that all entrepreneurs face when starting and growing a business. Serial entrepreneurs Matthew Michalewicz and Zbigniew Michalewicz provide countless out-of-the-box solutions for: winning that first major client; signing up partners and resellers; building an all-star management team; leveraging new customers from existing customers; impressing the media and analysts; engaging high-profile board members; finding investors who provide more than just money; and much more. Explained in simple and easy-to-understand terms, the credibility-building principles in this book can give any business a winning edge.

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