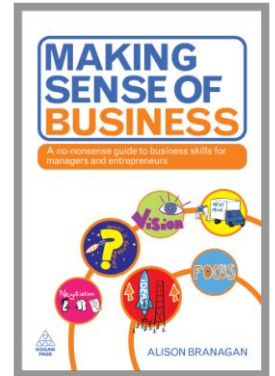


PRESS RELEASE

Making Sense of Business

A no-nonsense guide to business skills
for managers and entrepreneurs



Alison Branagan

£12.99

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'When I started Dyson I made many mistakes... For example, I lost the rights to one of my early inventions... This book will help you avoid such pitfalls by giving you practical examples and links to resources, not just theory.'

Sir James Dyson, from the Foreword to the book

Some say that the recession is coming to an end. However, entrepreneurs and business managers cannot afford to be too optimistic, and in order to maintain a competitive edge in the current climate, it is crucial that they master key skills such as selling, presentation, negotiation, and advice on developing your self-confidence and learning to work creatively.

With illustrated mind maps and creative exercises, **Making Sense of Business** encourages fresh ways of thinking, helping readers to learn new skills, brush up the basics which are key to the business strategy, and achieve successful outcomes.

The book also includes over 100 quotes from entrepreneurs, investors, academics, artists and literary authors.

There is no advantage in devising an imaginative sales pitch if no one has the confidence to carry it off. There is equally no benefit in having good interpersonal skills if after striking a deal, the contract is signed without a thorough understanding of its contents, only to discover later that the agreement is a bad one, full of loopholes and liabilities.

About the author: Alison Branagan is a business consultant with a particular interest in creative fields, in which she is an experienced business adviser and lecturer. She has established courses at a number of London universities and conducts master classes for the Association of Illustrators.

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