



# Playing Big: The Unsexy Truth About Succeeding in Business

*Kim Flynn*

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## **Playing Big: The Unsexy Truth About Succeeding in Business** Kim Flynn

Playing BIG is a no-fluff, tell-it-like-it-is business book for entrepreneurs who are tired of motivation and ready for a concrete action plan. Kim's book has a no-nonsense approach about what it takes to be an entrepreneur. In this workshop-style book, Kim leads entrepreneurs through the processes of dispelling motivational myths, and revealing the truth about what it takes to grow a small business successfully. Readers systematize each area of their business, chapter by chapter, starting with leadership and moving through customer service, product development, finance, and marketing. Playing BIG is a call to all entrepreneurs who have been playing in half-commitments to take their businesses seriously, apply real business principles in the process, and as a result, become true leaders with unlimited potential to do good in the world.

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