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A Joosr Guide to... The Hard Thing about Hard Things by Ben Horowitz: Building a Business When There Are No Easy Answers

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What are the hardest things about being a CEO or entrepreneur, the ones that no one will tell you about? And how can you prepare yourself for these in order to be more successful? Find out about the true challenges of running a company, and learn how to overcome them with total confidence.

The Hard Thing about Hard Things reveals the often-overlooked downsides of being the person at the top. While being a CEO may seem exciting, when it comes down to you to lay off employees or disappoint your team, the job can lose its sparkle. By learning about some of the common challenges faced by business owners and of effective techniques for managing them, you can prepare yourself to handle whatever the corporate world throws your way.

You will learn:

· The right way to lay off employees whilst still retaining staff trust

· The negative consequences of political employee behavior and how to minimize this

· What questions you need to ask yourself in tricky situations to make the right decisions for your business.

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