



# How to Start a Business & Ignite Your Life: A Simple Guide to Combining Business Wisdom with Passion

*Ernesto Sirolli*

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Have you ever wondered why companies such as Apple, Disney, eBay, and Starbucks succeeded? What common factors did they—and most other successful startups—share? Dr. Ernesto Sirolli, one of the world's leading consultants on the topic of economic development, has the answer: None of the entrepreneurs who founded the world's greatest companies did it on their own. They put together an effective team that allowed their ventures to get off the ground, flourish, and grow. And in his new book, *How to Start a Business & Ignite Your Life*, Ernesto Sirolli has written down an easy-to-follow formula for success so that passionate people can transform their ideas into thriving businesses. Ernesto Sirolli's approach to entrepreneurship is guided by the Trinity of Management, a business model and philosophy based on the idea that there are three key areas in all companies—product, marketing, and financial management. A business has the greatest chance of achieving long-term success when there is a team with the talent and knowledge needed to manage each area effectively. The first half of the book provides an overview of this concept before delving more deeply into the three areas, highlighting various personality traits and skills required for each role. In the second half, Dr. Sirolli explains how these ideas can be practically applied to your startup, enabling you to turn it into a prosperous enterprise. Whether you are an aspiring entrepreneur or a current business owner looking to revitalize your company, *How to Start a Business & Ignite Your Life* will give you the tools you need to make a living by simply doing what you love.



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