



Winning Credibility: A guide for building a business from rags to riches

Matthew Michalewicz, Zbigniew Michalewicz

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Winning Credibility: A guide for building a business from rags to riches is not a replacement for all the books on "how to succeed in business" or "how to be great at sales." Instead, it is an integral complement to both. Without raising or borrowing millions of dollars, this book explains the art and science of crafting a company image that others will hold in high esteem. A company image that will be associated with success and staying power-even if the company is brand new; with customer satisfaction and on time delivery-even if the first client remains unwon; and with praise, promise, and upside-even if the business plan is still wet. Although the process of building a business from rags to riches is never easy, the tips and techniques in this book can smooth out some of the bumps in the road.

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