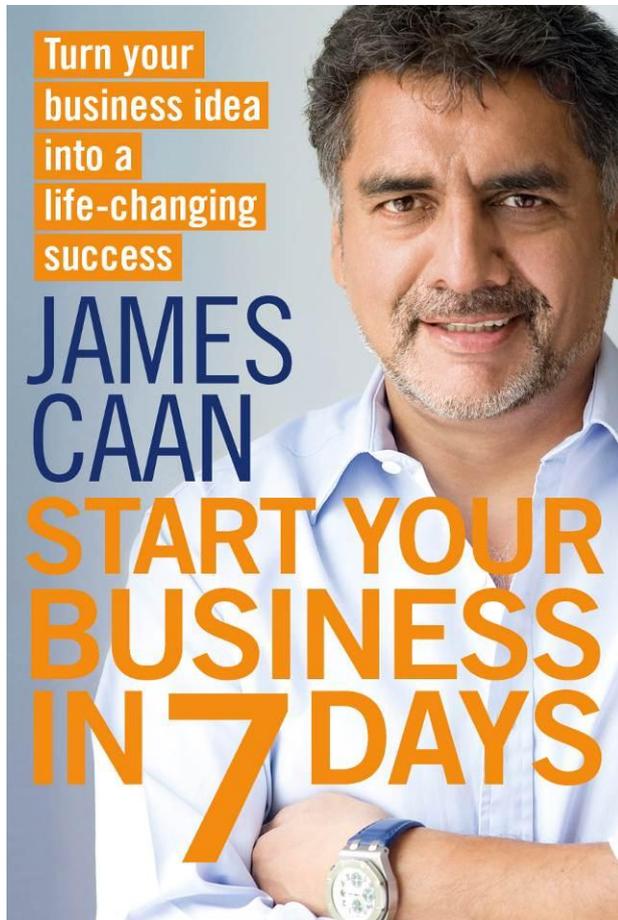




PORTFOLIO  
PENGUIN



**From Dragons' Den personality and author of the bestselling 'Get the Job You Really Want' :**

# **START YOUR BUSINESS IN 7 DAYS**

**by James Caan**

Published in paperback on 15<sup>th</sup> March 2012  
by Portfolio Penguin, priced £12.99

## **Turn your business idea into a life-changing success with this practical new guide**

*'Everybody wants to be an entrepreneur. Every day of my life I am being pitched by people with new business ideas. But sadly 90% of new businesses are still failing. Entrepreneurs just need to ask themselves the right questions before they start their business journey.'*

In this incisive new practical guide from one of Britain's most successful entrepreneurs, James Caan offers his 30 years of expertise which could save budding entrepreneurs years of wasted time and thousands of pounds of wasted money.

*Start Your Business in 7 Days* is a book for absolutely anybody with a good idea; you don't need to be a business expert. Caan will provide you with the ammunition and advice you need and guide you towards the right decisions for your business.

Over the course of seven days, he will demonstrate how to decide if your idea is workable and bankable. How to say 'I'm in', but equally importantly, to have the courage to say 'I'm out'.

If you have managed to answer all of Caan's tough questions by the time you reach the end of the book, then you will have a business that genuinely has a chance of success. You can be one of the 10% of businesses that do make it.

*'Many people achieve success in business, but not everyone is willing to share their blueprint for success. The information in this book is priceless and can transform a business or an idea in just seven days.'*

***Bev James, CEO of The Coaching Academy and bestselling author of Do It! or Ditch It***

### **About James Caan**

James Caan is one of the UK's most successful and dynamic entrepreneurs, having built and sold businesses since 1985. After dropping out of school at sixteen and starting his first business in a Pall Mall broom cupboard - armed with little more than charm and his father's advice – Caan went on to make his fortune in the recruitment industry, founding the Alexander Mann Group, a company with a turnover of £130m. A 2003 graduate of Harvard Business School, Caan went on to set up private equity firm Hamilton Bradshaw and now invests in over 30 businesses. Caan hit our TV screens when he joined the panel of the BBC's Dragons' Den in 2007. He is a regular commentator in the national and business press, advises Government on business policies, and initiates a number of philanthropic projects via The James Caan Foundation.

**For further information or to request an interview contact**  
Nicki Shepherd on T: 0207 399 6784 E: [ns@hbpe.com](mailto:ns@hbpe.com)