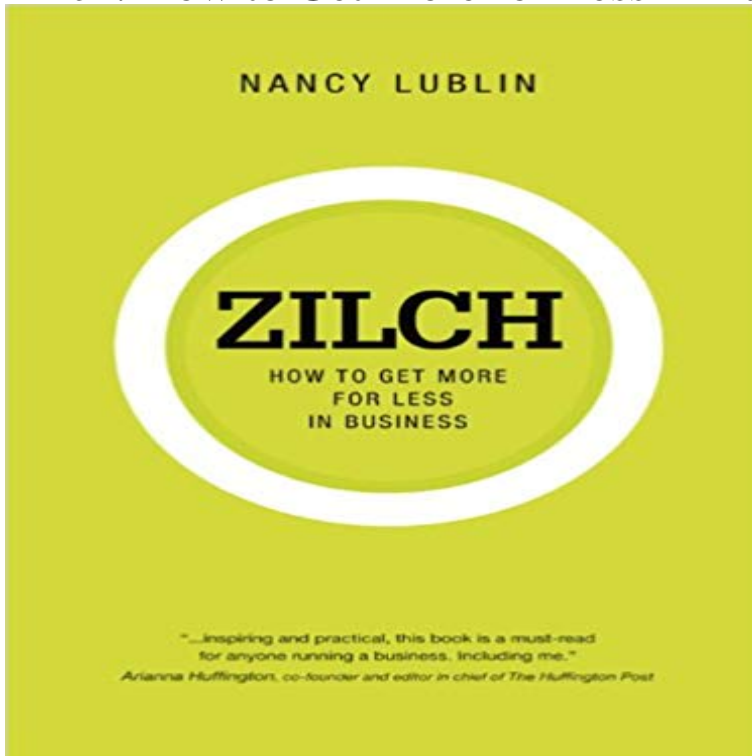


## Zilch: How to Get More for Less in Business



Ideal for not-for-profit organisations but just as useful for start-ups and any business today looking to get more bang for their pound/euro/buck, Zilch features plenty of real-life stories and strategies for success. As well as offering advice on how to get the best from your staff, the author also explains how to: Work your brand harder, Do more for your customers/supporters and Stretch your finances but not your service. Each chapter concludes with 11 questions to inspire you and get you on the road to positive change....inspiring and practical, this book is a must-read for anyone running a business. Including me. Arianna Huffington, co-founder and editor in chief of The Huffington Post

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