



Das Slow-Grow-Prinzip: Lieber langsam wachsen als schnell untergehen (Dein Business) (German Edition)

Svenja Hofert

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Gesund gründen und nachhaltig wachsen

Unser Land braucht mehr Existenzgründer. Sie leisten einen wichtigen Beitrag zum Wirtschaftswachstum und schaffen Arbeitsplätze. Und sie sollen dies bitteschön recht zügig tun, am besten mit zweistelligem Jahreswachstum. So die offiziellen Verlautbarungen. An der Realität der meisten Gründer und Freiberufler geht das gezielt vorbei. Svenja Hofert, langjährige Existenzgründungsberaterin und Expertin für neue Karrieren, stellt die gängigen Gründungsregeln auf den Kopf und rät zu langsamem und nachhaltigem Wachstum - zu Slow Grow.

Statt Gründer und Freiberufler mit veralteten Erfolgsregeln unter Druck zu setzen, macht sie ihnen Mut, entsprechend ihren eigenen Möglichkeiten und ihrem eigenen Tempo vorzugehen. Das Slow-Grow-Prinzip beschreibt, warum die gängigen Regeln für die Mehrzahl der Gründer nicht gelten und welche sie ersetzen.

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