

FAIRY TALES OF BUSINESS

Bedtime Stories & Nursery Rhymes for Budding Business Men and Women

SYNOPSIS: Traditional fairy tales renovated with a corporate twist, highlighting critical business dilemmas with simple solutions that really work in developing a WINNING BUSINESS.

TARGET AUDIENCE: All who test positive for BDS - "Business Development Syndrome"

CONCEPT: Since prehistoric times all that was beyond our intellectual comprehension was transformed into a STORY, the reminiscent results i.e. Egyptian Hieroglyphs, Nubian Symbols, Inca & Mayan Civilizations, Hindu Myths, Aboriginal Dream Time, Indus Civilization, Oriental Dynasties captivate us to date. The power of using narratives to evoke magical imagination and instill critical life morals in human race was used effectively by our ancestors for centuries, the question arises if inexplicable entities are immortalized in legends, "Business" is a man made prodigy, WHY BUSINESS HAS NO STORY?.

This book aspires to celebrate the Business Fervour with all who are passionate about this premise. Using Classic Fairy Tales as a theme we endeavour to invoke in all who read it, memories of a wonderful time when we were children when the power of imagination alone defined our ability to "Dream Big Dreams" as that is the fundamental principle of excelling in business world.

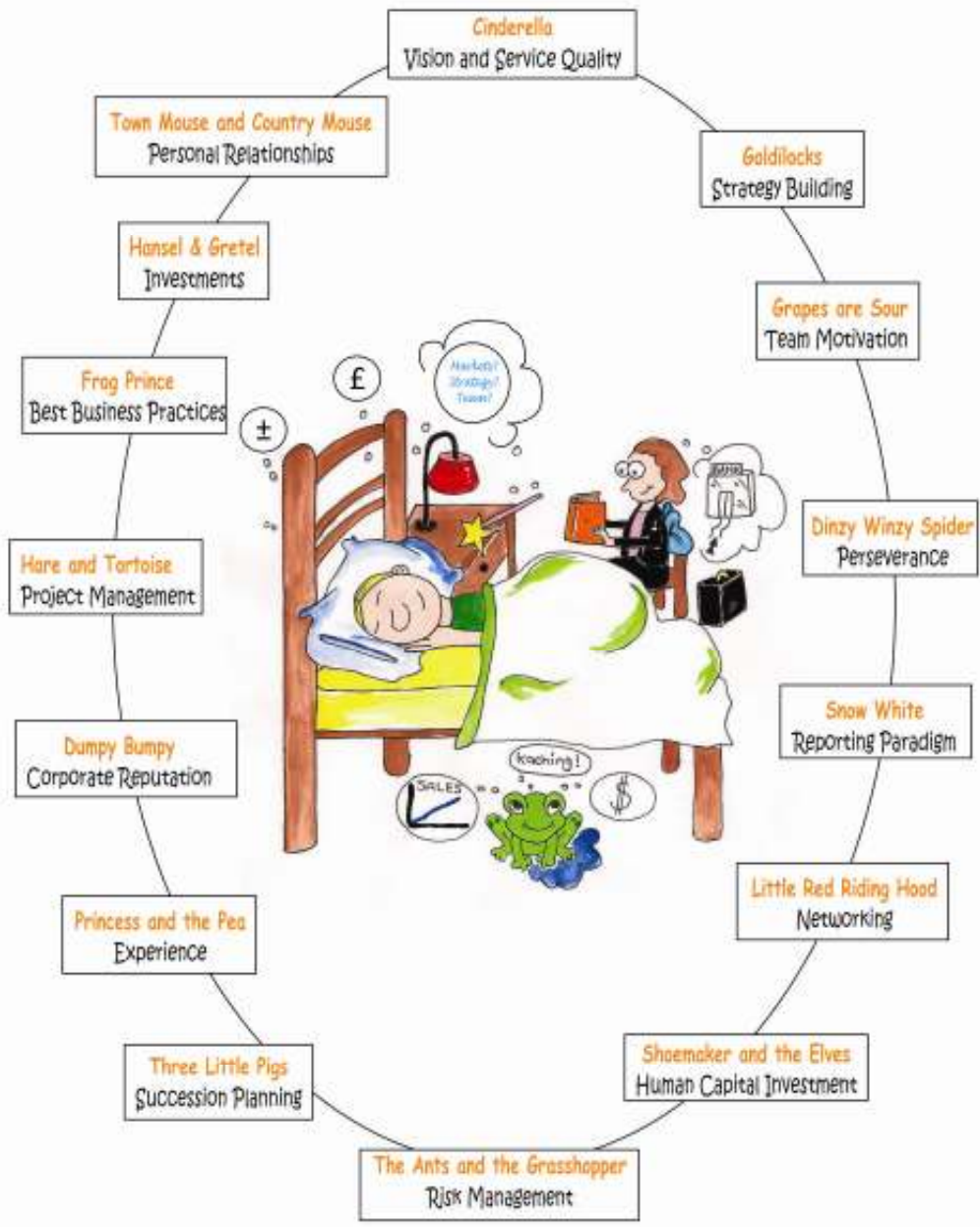
Through captivating well-told stories that are "jargon free" take a journey with Cinderella, Goldilocks and Little Red Riding Hood now teaching you all important strategies to raise your business to new heights. Be dazzled by the wit, warmth and truth hidden in this amazing book.

ABOUT THE AUTHOR



Dr. Hooria Fatima Chishti (MBIS, M.Phil, Ph.D) is one of the most versatile business strategists in Africa today. Her eminent academic credentials in tandem with illustrious professional achievements bear testament to an exceptionally distinguished career. She is engrossed in the study of business dynamics underpinning the quest for exponential growth and associated challenges. She has been recognized by several business associations all over the world for running the most unique organizational development programs. Her team-building and strategy building workshops are considered an ultimate experience and have been delivered to discerning clients across Europe, Australia and Africa.

Fairy Tales Route Map



AVALON BUSINESS SOLUTIONS LIMITED

Dr Hooria Fatima Chishti is the owner and Managing Director of Kenyan based company, Avalon Business Solutions Limited. At its core, Avalon Business Solutions is a company passionately focused on delivering personalised business development services. We are one of a kind management consultancy firm focused entirely on enhancing the productivity and profitability of our clients as we consider their success directly linked to our progress. We apply proven concepts to facilitate formulation of Strategic Route Maps that WORK for YOU.

Avalon Business Solutions is also recognized for its WORLD CLASS portfolio of management development programs. These customised programs have assisted in shaping the strategic direction of some of the most expansive and prestigious Companies in East Africa and have also been delivered to a discerning client base across the world. Readers who wish to contact Avalon Business Solutions Limited should initiate contact at info@avabiz.co.uk, you can learn more about us at www.avabiz.co.uk

REVIEWS

Different, Unique, One of a Kind! **The News**

“Fairy Tales of Business” is absolutely therapeutic for every businessman and woman! **Business Week**

Brilliant and entertaining, all famous fairy tales renewed and immortalized in a business prospective. Everyone will at least relate one of the stories back to a real life business dilemma now with a simple solution, WOW. **Prof Caliph Johnson**

This is an exceptional book highlighting all important business rationale in an unforgettable way. **Dawn**

The most hilarious outlook encompassing all that haunts Corporate World. **Dr. Sina Maruu**

Excellent and brilliant approach to talking business! **Paul Macharia**

CONTACT US

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