



The Buck Stops Here

Ashutosh Garg

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In any business, it s the entrepreneur where the proverbial buck stops.

Yes, it s a cliché, but that is what it boils down to. When things go wrong, it s your responsibility; when they go well, you get to enjoy the benefits. Ashutosh Garg was a high-flying corporate honcho who decided to quit and pursue his dream of becoming an entrepreneur. But just having a dream is not enough, he discovered; one needs to be resourceful, pragmatic, weigh the pros and cons and, most of all, have the will to keep going in the face of all odds.

In The Buck Stops Here, Garg compresses the key learnings and experiences from building Guardian Pharmacy, India s second largest chain of wellness, health and beauty stores. He reveals the realities of running one s own business and dispels some myths along the way. Learn how to source capital; get the best from your team and yourself; manage costs; locate the perfect shop space; find the right partners to grow your business; and at the same time, manage your stress levels. These lessons will both inspire budding entrepreneurs to follow their dream as well as caution them about the challenges that lie ahead.

Written by someone who has actually experienced the highs and lows of being a #Startup Entrepreneur, The Buck Stops Here is essential reading for those who dream of running their own business.



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