1. Record Nr. UNINA9910661415703321 Autore McClean Malcolm Titolo To the edge [[electronic resource]]: entrepreneurial secrets from Britain's richest square mile / / Malcolm McClean Chichester, UK; ; Hoboken, NJ: Capstone, : J. Wiley and Sons, 2007 Pubbl/distr/stampa **ISBN** 1-280-97367-6 9786610973675 1-84112-813-9 Descrizione fisica 1 online resource (202 p.) Disciplina 658.4/21 Soggetti Entrepreneurship Success in business Entrepreneurship - Great Britain New business enterprises - Great Britain Lingua di pubblicazione Inglese **Formato** Materiale a stampa Monografia Livello bibliografico Note generali Includes index. Nota di contenuto 1 Don't push me ... I'm close to the edge; 2 The Alchemist; 3 The Soapstar; 4 The Rover; 5 The Hustler; 6 The Undertaker; 7 The Prince; 8 The Hippies; 9 The Maverick; 10 The Magic Bean; 11 The Carer; 12 The Bubbleboy; 13 The Thinker; Appendix One To the Edge Quick Quiz; Index; Plates Sommario/riassunto If you are not living on the edge, then you are taking up too much room Think of the richest square mile in Britain and your thoughts turn to The City of London or Chelsea. In fact, a small village in Cheshire is home to more millionaires per square mile than anywhere else in Britain. It is a place where one-in-twenty houses sells for more than £1 million, 20% of the residents enjoy a seven-figure income and in an index of 'poshness' Alderley Edge scored 136 out of a maximum 137. The media like to focus on the glitz and the glamour, an image of a

shallow nouveau riche. But that is no