Safir Anand Addresses 70 Entrepreneurs on Protecting Business Value

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Safir Anand spent an afternoon talking about safeguarding value in MSME and SME businesses in India, having been invited to address over 70 entrepreneurs in Delhi. Discussing the need to appreciate the hidden value in intellectual property and intangibles, Safir talked about safeguarding and utilising these oft-ignored assets. The talk was organised by Business Coaching India, which instructs and hones business owners of MSME and SME businesses to help them transcend from the 'owner driven business' to a professional organisation capable of competing on the world stage.





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