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In today's business world, it is not merely sufficient to espouse a uniquely professional course. The inexorable disappearance of global economic boundaries now demands more from businesses; to stay one step ahead of the competition one needs a professional edge! London Business Guide believes that it can provide you with that cutting professional edge, having already scored spectacular achievements within a relatively short space of time.

The London Business Guide was initially established for the purpose of serving UK Turkish speaking community's business activities. Before long, the Turkish Business Directory UK, 2005 was borne as a helpful

in-depth business planning and infrastructure study tool intended for the business community in the UK and Europe. It has taken no less than 18 months to gather the data and 6 months to design: but, London Business Guide now has the pleasure of presenting to you the essential Turkish Business Directory UK, 2005. London Business Guide attaches great importance to relating the enterprising initiatives and successes of Turkish and Cypriot businessmen not least because the Turkish business community have performed outstandingly well in the British economy in recent years.

Within the body of this catalogue you will find not only useful information regarding London and UK businesses, but fascinating success stories of highly motivated and ambitious entrepreneurs interviewed specially by journalists. You will discover their winning strategies and marvel at their personality features. When you read the articles and research projects of Turkish scientists and academic researchers you will be awed by their knowledge, insight and perception. Finally, you will find a Yellow-Page business guide giving you details of the contact numbers of Turkish-speaking businesses, agencies and associations according to their area and sector.

It is our firm belief that this invaluable product, prepared with painstaking detail and meticulous attention by our team of in-house specialists, will be of enormous benefit to all public and private British companies, bodies and organisations as well as to the Turkish community living in the UK.

Yours truly,