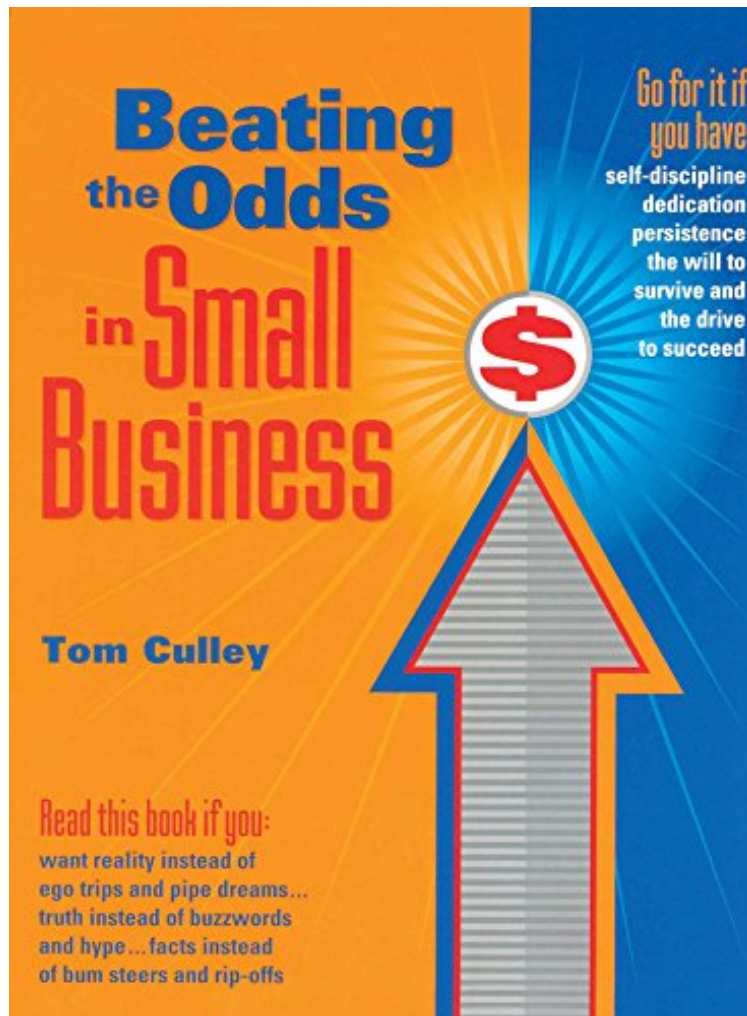


Beating the Odds in Small Business

Tom Culley

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Tom Culley : Beating the Odds in Small Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Beating the Odds in Small Business:

0 of 0 people found the following review helpful. Comprehensive, but very basic
By Lon Welsh
Context: I'm in year four of starting my own business. I managed to lose money my first year, make a modest amount in year two, and am doing well now. I've read several small business planning books and this is among the most approachable of them, but there isn't anything overly new here. If you are thinking of starting a business or recently have started one, and you have not read any books - this would be an excellent choice. If you have already read a few books, you probably don't need this one, as it doesn't cover anything new. If you have been up and running in your business for a while and you are doing well, it's fairly likely that you are doing most of the key things in the book and you won't get any new ideas.
13 of 14 people found the following review helpful. I am beating the odds...
By rolie@icsics.com
I was turned on

to this book by a good friend towards the end of 1996 when I was a frustrated employee in the world of corporate bozos. I started reading the book with the intent to someday open my own business. January 7, 1997 before I finished reading the book, I opened International Consulting Solutions, Inc. (ICS) and have not looked back. In fact, I am embarrassed to say that I have not finished reading the book. Who has the time, my business is doing well and I barely have time to sleep. While my education, experience, contacts and talents have a lot to do with the success of ICS, I do owe much of it to Mr. Culley and his dead-on-balls accurate attitude enhancement book. Thank you Mr. Culley. Sincerely, Rolando Calzadilla President - ICS 13 of 13 people found the following review helpful. Comprehensive, yet digestible tools needed for small business. By A Customer Tom's book covers all the major aspects of running a small business. It's very readable. I've got an MBA, and this summarizes (and told me things I didn't know) better than that education. Highly recommended.

Read this book if you: want reality instead of ego trips and pipe dreams...truth instead of buzzwords and hype...facts instead of bum steers and rip-offs Go for it if you have: self-discipline dedication persistence the will to survive and the drive to succeed

.com Drawing upon his extensive experience in both corporate and entrepreneurial circles, Tom Culley offers a brutally honest prescription for new-business survival in the no-nonsense *Beating the Odds in Small Business*. Eschewing flavor-of-the-month fads in favor of time-tested basics, he irreverently cuts to the chase with practical advice on such critical matters as funding, management, technology, sales and marketing, and employees versus contractors. Sprinkling the narrative with amusing anecdotes that perfectly illustrate his various points, Culley provides newcomers to small business with viable ways to avoid the pitfalls that trip up so many of their peers. -- Howard Rothman Phyllis Borenstein Owner, The Big Tomato I wish I had had this book two years ago. I would have been better prepared...Invaluable, honest, straightforward. From the Author To .com Readers: Let's face it, you don't need to be a genius to start and operate a small business. Sure, there are some businesses which are technically complex by their nature, but the actual process of running and managing any small business is pretty basic. Anyone who is willing to work hard and think hard, can do it. So how come far too many new businesses fail in their early years? The ones who fail, fail primarily because they do not face up to two critical realities: limited money and limited time. However simple or small your business, you are creating something from scratch. Obviously, it is going to take time before your baby learns to walk, talk, take care of itself . . . and produce revenues. Until that happens, more money will be going out than coming in. If your limited start-up funds run out before your business starts bringing in enough money to cover your costs, the fat lady will have sung and your show will be over. So you must maintain the tightest focus on every task which brings you closer to that wonderful moment when more money is coming in than going out. All very obvious, right? Yet, in reality, it takes tremendous self-discipline to stay focused on short-term survival priorities, in a world where the media and advertisers glamorize and promote small business success like it was the latest hot-selling brand of body lotion. If you believe their messages, pots of gold are just around the corner. So what happens? All too often, beginners get a false sense of security, let down their guard, lose their sense of urgency, and confuse their work priorities. You know where that leads: downhill. I wrote this book with the mission of preventing needless small business failures, by discussing and explaining each of the key areas on which your survival will depend. I suffered a business bankruptcy many years ago (yes, you guessed it: I didn't follow my own advice) and I know many cases of business failures that need never have happened. That's a terribly waste of time, effort, creativity and money . . . and it's pretty traumatic. My aim is to prevent that happening to you. Once you've survived and are out of danger, with your business safely on its feet, you can pursue success on your own. I wish you the best of luck, whether in your existing business or in your new venture. If you have comments, questions (or even criticisms!), I'd like to hear from you.