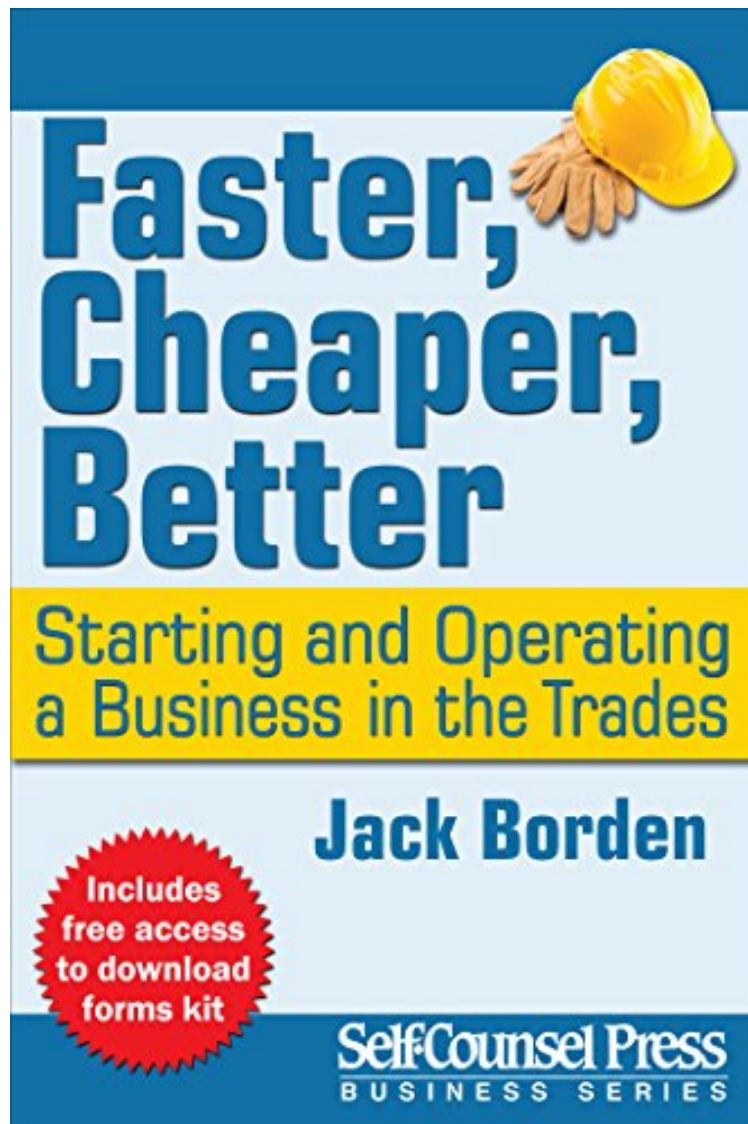


Faster, Cheaper, Better: Starting and Operating a Business in the Trades (Business Series)

Jack Borden

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Jack Borden : Faster, Cheaper, Better: Starting and Operating a Business in the Trades (Business Series)
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Faster, Cheaper, Better: Starting and Operating a Business in the Trades (Business Series):

Skilled in trades and starting your own business? Wondering why you're working so hard and not making much money

at it? Thousands of people are heading out on their own, only to find they know much about a trade and little about how to create a great company. Jack Borden's system in *Faster, Cheaper, Better* helps the budding entrepreneur get it right. You'll learn how to build a successful, sustainable business, from negotiating with suppliers for the best rates to operating your passion with purpose. The real secret amid the frustration and failure is that you can do it *Faster, Cheaper, Better*.

From the Author: My customers inspired me to write *Faster, Cheaper, Better*. Throughout my 50 year career in the construction industry I have always been driven by my desire to be the best that I can be in my field and to be the contractor of choice for all of our customers. Contractors in the construction industry are surrounded by competition and in order to survive in our industry a business must provide its customers with everything they want and be **PROFITABLE** at the same time. The only way to find out what your customers want is to ask them. That's what I did; time and time again. And every time the answer was the same: *Faster, Cheaper, Better*. Albeit customers used different terminology to express their project objectives but when translated all they wanted was *Faster, Cheaper, Better*. Reflecting back on my career I have spent a lifetime in business striving to meet my customers' project objectives and the result has been an extremely rewarding and **PROFITABLE** career. Most of us self-employed entrepreneurs in the trades came into our businesses without an extreme amount of business experience. My book will provide you with business ideas, direction and concepts that you can apply in your business to help you start, build and operate a better business with better customer relationships and more **PROFIT**. **PROFIT**: that's that word again. **PROFIT**: that's ultimately why you are in business and if for no other reason you must read this book to learn how your business can become more **PROFITABLE**. After all isn't that why you are in business, to make **MONEY**? (2014-09-26)

From the Back Cover: So, you want to succeed on your own! You've been toiling in the trades, making a lot of money for someone else, and you've decided it's time to start and run your own business. This book is for you. Or maybe you made the move a little while ago, and you're toiling in the trades for yourself and wondering why it's not paying off. This book is also for you. *Faster, Cheaper, Better* is a formula for success in operating a business in the trades. Jack Borden, an accomplished tradesman and business leader, has been there and done that. His clearly-spoken message on the best practices for your business makes startlingly simple sense. Stage by stage, this book walks you through the challenges, the pitfalls, the dilemmas, and the necessary decisions to develop the company you have always wanted to build. His no-bluster, no-nonsense plan will support any start-up or suffering business to make sure the operation runs smoothly, keeps its customers and suppliers happy, and earns a profit to make it all worthwhile. (2014-10-29)

About the Author: Jack Borden is a businessman who has risen through the trades to be one of western Canada's leading developers of senior residences. He has created an extensive network of suppliers and clients through his *Faster, Cheaper, Better* program of doing business. He is a respected leader and mentor who has decided to share his techniques to create more ethical, sustainable, and successful businesses.