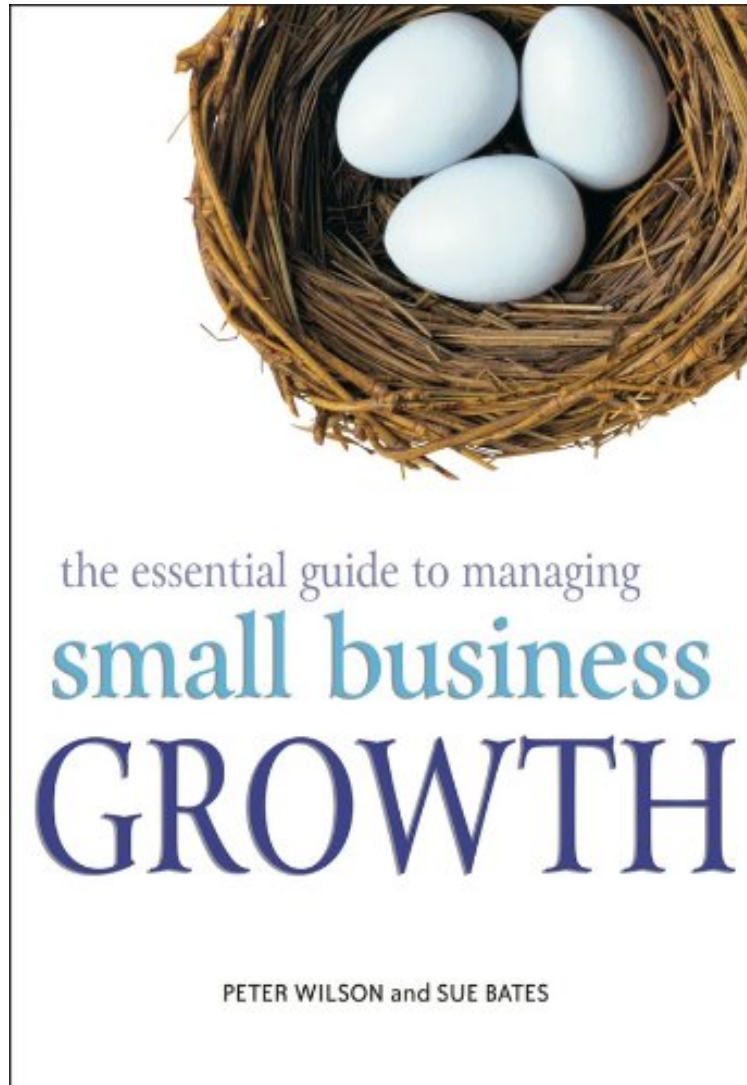


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The Essential Guide to Managing Small Business Growth

Peter Wilson, Sue Bates

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Peter Wilson, Sue Bates : The Essential Guide to Managing Small Business Growth before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Essential Guide to Managing Small Business Growth:

A cliché it may be but we are living in ever more turbulent times. Business decision-making has become more challenging and unpredictable than ever: we see unforeseen and often cataclysmic changes in consumer demand, both at home and in export markets; customers continue to demand more, more quickly and for less; new laws and regulations abound; competitors steal loyal customers; and, increasingly, the advice that once could be found from a

'Small Business Adviser' has been replaced by a call centre. Hand in hand with these challenges, the risks associated with expansion, or a new strategy, have grown significantly. In the context of a small business, where a manager has not necessarily had the breadth of experience of someone in a larger organization or formal management learning, they can seem extremely daunting. This book addresses the issues confronting managers/owners of SMEs by providing practical, jargon-free advice on which a SME can create a sound platform from which to prosper. * Uncomplicated and jargon free to appeal to the SME director or manager who has little time to read * Can be used as a continuous read or a source of ideas for dealing with the day-to-day problems of running and growing a small business * Based on the practical experience of the authors with examples taken from consulting practice