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if you believe that being your own boss can be a great career choice success is what you decide it is doing what you have a passion and talent for can be very profitable monetary risk hard work and new ideas should be financially rewarded understanding the business basics every successful owner focuses on and in what order would be beneficial success works for you only after you've worked for it marketplace battles are won before they are played

knowing what owning a business is really like would make ownership success a lot easier change can create great opportunities knowing when to exit a business is as important a life and business decision as becoming an entrepreneur in the first place then the facts of business life is for you written by a successful business owner with four decades of experience the facts of business life is full of real world concepts that owners must use and embrace if they want to become and stay successful this multiple award winning book has been endorsed by some of america s top business leaders like steve forbes and ken fisher and has been recognized as one of the best five business books of the year and a must read for entrepreneurs or those wanting to be one mcbean begins with clear explanations and real life examples of the seven facts of business life that every successful business owner knows and executes consistently including exactly what they are as well as how and when to use them he then goes on to show how those facts impact on the five levels every successful business passes through from ownership and opportunity to moving on when it s time to go explaining that while the facts themselves remain the same as a business becomes successful and moves through its life cycle the way they are applied must change to fit changing circumstances but there are even more reasons why this breakthrough business book is a must read including its principles are based on the author s own experience in starting and running successful businesses in a variety of industries it shows that the most successful businesspeople create profitable opportunities rather than wait for them to present themselves it enables readers to analyze the likelihood of their own success based on the characteristics most successful owners have it reveals the 1 priority for all owners and their employees and why every owner needs to continually focus on it hint it s not being profitable it emphasizes that becoming successful is no guarantee that success will last and that success itself can be a trap that eventually leads to failure it shows that a business s culture isn t just a mission statement but also the processes created to operate the business and the employees who implement them it discusses the steps that must be taken even before a business is started to increase the odds of its becoming a lasting success it covers every step in a business life cycle including the last one showing that the best time to exit a business is when you don t have to and that unless you pick that time someone else will many business books increase their readers knowledge the facts of business life not only increases that knowledge it shows you how to turn it into profits

report of the dominion fishery commission on the fisheries of the province of ontario 1893 issued as vol 26 no 7 supplement

straight to the point and matter of fact business expertise from an experienced past and present business owner this book captures the necessary skills to be successful in operating a business as an entrepreneur or senior corporate manager kevin regular has taken his business and corporate experiences to develop a business guide for those committed to becoming leaders in entrepreneurship as well as corporate management the topics discussed in business smarts lead to business success are current in today s marketplace can be applied to any

business and discusses the issues facing business professionals today and for years to come this is real life material condensed in a book which is better than classroom learning on its own business smarts lead to business success elaborates on four foundations which are knowing what you want going after what you want keeping what you have and managing it more than a book but a reference for developing business maintaining business and successfully managing staff the areas discussed in this book not only build the foundations for business success but these rules are proven and timeless in having a strong business intelligence for entrepreneurs executives and managers the chapters to be discussed are chapter one know the company vision to see business develop you must understand why you are in business and be able to clearly explain the value that your business provides in society if you want to stay in business chapter two business development if you don t have the right people in the right places at the right time you will not see your business grow a group that works together is successful in its efforts to develop business chapter three pursuing business pursuing business and winning business is about understanding your business capabilities without having the right mixture of business capabilities your business will not stay in business chapter four negotiation negotiation is not about just getting a good deal negotiating the right way is about building relationships while getting a good deal don t burn your bridges chapter five contract importance don t be afraid of signing contracts and being in a binding relationship contracts are agreements that show that you as a business professional can come to an agreement chapter six risk mitigation be smart be proactive and have plans in place to avoid or limit risks to your business by understanding what you can do to keep business operating when risks occur chapter seven understanding your competition your competition will watch your every move and may even pretend to be a potential business partner but these are wolves in sheep s clothing beware chapter eight peril at your competition s hand keep your business information secure understand what you can do to protect your proprietary information and other business secrets chapter nine innovation v s stagnation businesses that choose innovation will long outlast those that do not choose innovation always rethink how you do what you do and challenge yourself chapter ten the importance of diversifying business understand the market and always think of complementing what your business offers with services and products that will introduce you to a wider market chapter eleven value driven trends can be identifiers of the direction of the market but focusing on continuously adding value is the only way to stand the test of time as a long lasting business chapter twelve how does your organizational performance impact business development making sure your staff is emotionally satisfied is more important than you think a dissatisfied staff will lead to dissatisfied customers chapter thirteen managing your people for success managers and business owners must have several skills to lead successfully business smarts lead to business success discusses what s needed

the time for different is now tap into the insights of our leading business minds and thought leaders and equip your business for a successful new way of doing business the world of business is tough especially today we know that now is the time for exponential acceleration

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