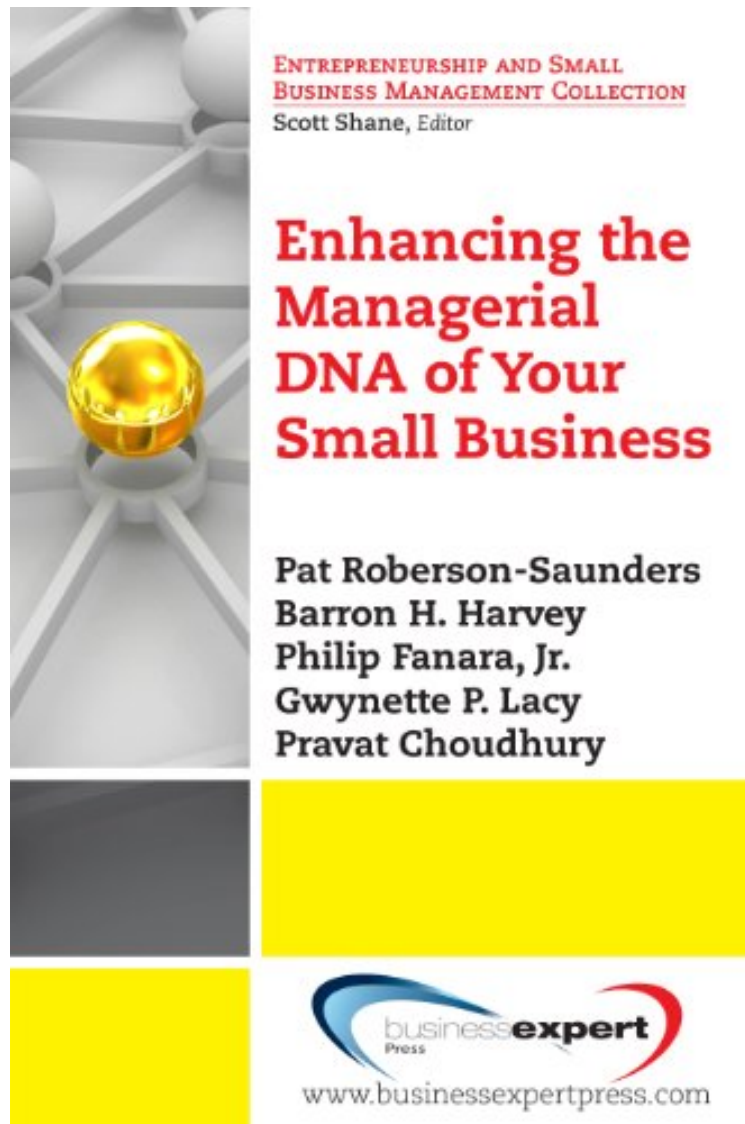


(Download free pdf) Enhancing the Managerial DNA of Your Small Business

Enhancing the Managerial DNA of Your Small Business

Pat Roberson-Saunders, Barron H. Harvey
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Pat Roberson-Saunders, Barron H. Harvey : Enhancing the Managerial DNA of Your Small Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Enhancing the Managerial DNA of Your Small Business:

1 of 1 people found the following review helpful. BRAVO!!! I LOVE THIS BOOK!!! A MUST READ FOR SMALL BUSINESS OWNERS!!! By J. Cordy Enhancing the Managerial DNA of Your Small Business Bravo!!! I love this book!!! It is a MUST READ for both current and future small business owners who seriously want to increase their success through sound business practices! It is of great importance that the five authors are university professors who conducted workshops with small business owners in various cities across the continental United States and Alaska.

These workshops covered a span of approximately 10 years. Enhancing the Managerial DNA of Your Small Business greatly magnifies key elements of business management that are geared to facilitate your success. IMAGINE:1. You are in the driver's seat attempting to receive your driver's license (your business credentials) with the Trooper in the passenger's seat (the determinant of your business success).2. A. You are responsible for knowing the rules of the road (reading this book, completing all chapter summaries, etc.). B. You are responsible for knowing how to drive (implementing the principles in this book as reflected in the daily operation of your current or future business).3. Therefore, with your determination while abiding by the wealth of information contained in this book, your probability for success in your business is greatly improved. You receive your driver's license with a smile from the Trooper (increasing your revenue with smiles from your customers)! May you enjoy great business success by incorporating the detailed principles (DNA) provided by the G.P.S. (this book) in front of you! Jackie Cordy, M.B.A., M.S.

Most people who start businesses do so with little or no experience and no formal education in business or management training. If this sounds familiar, this book has been written expressly for you and anyone who aspires to create a business. This book fills some critical gaps in managerial knowledge that cause many of the problems that small business owners face as they try to navigate the business world with inadequate knowledge of how to manage a business. Inside, you will learn five core topics that will make the difference between success and failure: strategic planning, financing, marketing, managing cash flow, and managing costs. This book also incorporates three topics that are very important to small businesses: break-even analysis, legal business structures, and intellectual property protection.

About the Author Charlotte, NC; Professor of management and former chair of the Department of Business Administration and Economics; Johnson C. Smith University