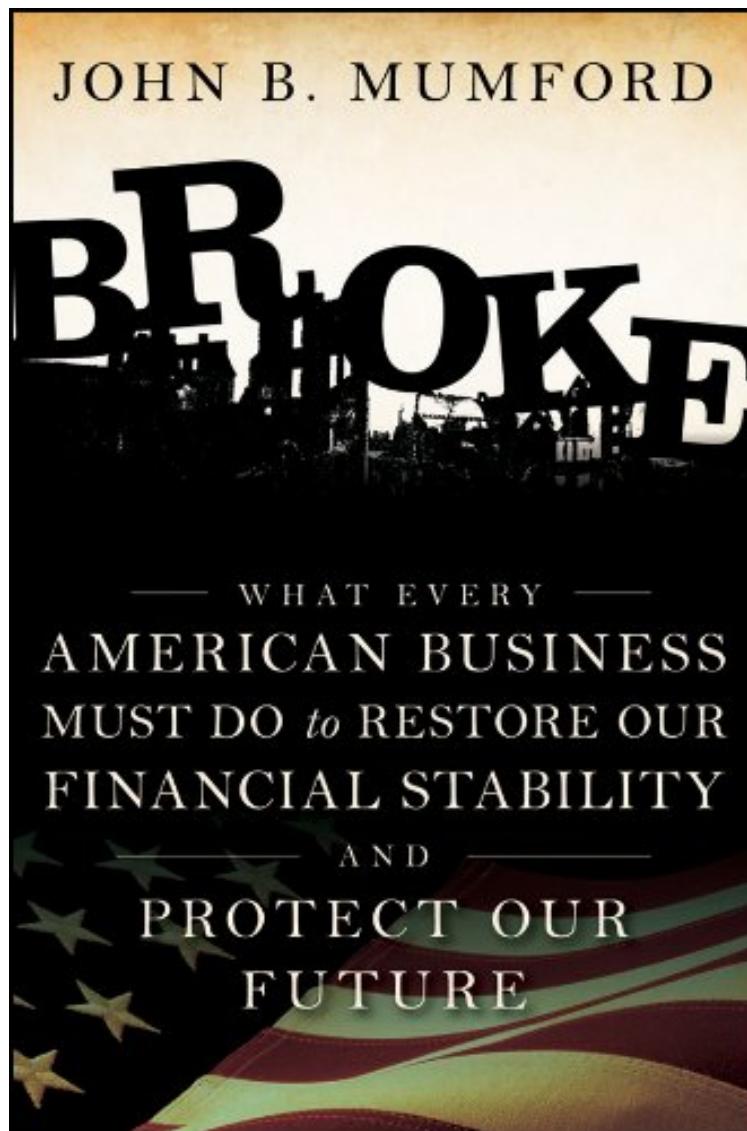


(Mobile ebook) Broke: What Every American Business Must Do to Restore Our Financial Stability and Protect Our Future

## **Broke: What Every American Business Must Do to Restore Our Financial Stability and Protect Our Future**

*John Mumford*

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**John Mumford : Broke: What Every American Business Must Do to Restore Our Financial Stability and Protect Our Future** before purchasing it in order to gage whether or not it would be worth my time, and all praised Broke: What Every American Business Must Do to Restore Our Financial Stability and Protect Our Future:

4 of 4 people found the following review helpful. A Call for LeadershipBy J. UlmerEvery taxpayer and business manager in America should read this book. If Mumford is right, and he probably is, the USA has been digging a

financial hole for more than 50 years. It is getting very close to time to pay the piper. If we cannot pay the piper, he will steal our children's future. He claims we are very close to a triggering event that will knock the props out from under our house of cards. For example, China could stop financing our debt. Fortunately, Mumford offers a workable plan; something which is missing in other books on the topic of our financial problems. It will not be easy, and will not be without sacrifice; but it will restore our financial stability, repair our crumbling infrastructure and clean up our environment in the process. Mumford makes it very clear that we need American businesses to provide unselfish leadership and lead the way to recovering our financial stability; a worthy goal but a tall order in the current climate of corporate greed. He traces the historical steps that brought us to this point. To his credit, he is non-partisan in assessing blame. He lifts up the rug and allows us to see the network of smoke and mirrors that have been used to deceive the American people about the extent of our financial waste for decades. His is a clarion call for strong action to take control of our financial future and not leave it up for others to decide.<sup>3</sup> of 3 people found the following review helpful. Broke is a must read for concerned Americans! By J. T. Inman Those of us with IQ's measurably above two recognize that all is not well with our nation. Leaders in government, religion, business and education seem intently focused on self-preservation vice the notion of self-sacrifice underpinned by the desire to do the greatest good for the greatest number. The author is clear in his understanding of that sad fact. But this is no mere identification of falling sky. He provides the possibility of survival. His "fix-it" challenge, being directed to the business community (a group with which he appears to be more than passingly acquainted), is undergirded by a strong Judeo/Christian foundation. (Remember that?) He makes it clear, as few others have done, that regardless of what an ego-centric society may assert, if one chooses disobedience, failure is sure to follow. If you are a concerned American, a business man, or just a plain human being enjoying the fruits of our forefathers and are concerned with where we are going, concerned about what we are leaving for our babies and grandbabies, read this book. Mr. Mumford has done a great deal of the hard work: problems have been empirically defined and ways ahead mapped. All we have to do is care enough to roll up our sleeves and remember that nothing is for nothing. This book is more than worth giving up a weekend's television for the insight it provides.<sup>4</sup> of 5 people found the following review helpful. Review of Broke By Wisdom of the Prunes The author presents many fine points, however he places too much belief that Business will conduct itself in honorable manner. All one has to do is look at current business practices, the boys on Wall Street created this mess with full participation of GS, AIG, and the financial bank gang, creating a housing market disaster, getting repaid 100% on the dollar for a no-risk bet. Topping it off with a "Spit in your face" attitude of rewarding themselves bonuses beyond comprehension. Mr. Mumford suggests that American business operate with honor and integrity (principled leadership), this is foreign to today's business climate. Today's business model operates from the premise of showing immediate profits and passing on the liability of mistakes to the next generation.

What principled business leaders can do to solve America's current financial crisis Broke is a startling wake-up call for America and an honest accounting of what our future holds if we don't take charge and change our country for the better. If the business of America is business, then it's up to our business leaders to solve the mess we're in. Broke offers practical, nonpolitical, and nonpartisan solutions that every business leader can implement today for a better tomorrow. Whether you operate a giant corporation or a local small business, you'll find practical steps to limit future risks, strengthen every business, stabilize the current economy, and help turn the country around. Author John Mumford has spent decades helping business leaders turn around failing companies. Now, he helps them to turn around a failing country. Presents bold initiatives and concrete steps every business leader can use to create a better future-for their businesses and for the country Includes practical, actionable steps for every business leader who wants to build for the future, while preserving the best of his or her existing enterprise. Shows how business leaders can contribute to the solutions for our problems concerning public debt, the environment, and international relations Offers a turnaround plan for the country ideal for use by the U.S. Chamber of Commerce, small business organizations, non-profits and others as the centerpiece of a 2010 campaign for America's turnaround Endorsed by current and former CEO's, top business school leaders, former governors and senators, and leading journalists Desperate times call for creative, effective measures, not desperation. If you're a business leader, here's how you can do your part.

From the Inside Flap America is broke, and only real business leadership can fix it Now is a time of big problems for America. With a mountain of debt and trillions more in unfunded obligations, by most accounting standards we are already insolvent. Alongside potential financial bankruptcy, a bankruptcy of values has left us ethically rudderless, threatening the effectiveness of our response. These are indeed big problems, and it will take big ideas and, most of all, a big dose of leadership to solve them. Pulling no punches, Broke looks America's toughest issues square in the face and doesn't flinch in singling out who's chiefly responsible: us. Whether or not we wanted them, business leaders now own these problems, argues renowned business turnaround expert and veteran Army officer John Mumford. And only by being truly accountable leaders can we pull both America and our own businesses back from the brink. A 360-degree vision of a national turnaround, Broke describes America's most daunting challenges in clear, nonpartisan terms, relying on keen, factual analysis and a long view of history. This stirring call to renewal also gives leaders of

both large and small enterprises a blueprint with measurable steps to protect and enhance their businesses while helping the country flourish. Learn how your entrepreneurial know-how can help America with powerful guidance on: Applying business leadership principles to the political process Promoting financial stability by avoiding recent hazards such as liquidity traps, as well as such looming dangers as inflation Bringing your business's strengths to bear in unexpected areas such as foreign relations and anti-terror efforts Managing vital resources and encouraging sane environmental policies with innovative energy, water, and pollution solutions Exemplifying a new ethic of accountable leadership Filled with practical action steps, goals, takeaway points, and results measures, *Broke* is a no-nonsense guide for any leader ready to roll up their sleeves and do what it takes for a better business and a better America. From the Back Cover Praise for *Broke* "Business has never had more legitimacy, opportunity, and capability to impact the issues John addresses—and many world-class companies already are. From values-based leadership to education, healthcare, and environmental issues like safe water—business is and will continue to make a positive difference for our children's future." —Steven S. Reinemund, Dean and Professor of Leadership and Strategy, Babcock Graduate School of Management, and Dean, Calloway School of Business and Accountancy, Wake Forest University; and former CEO of PepsiCo "John Mumford has written a riveting and very necessary book about the failure of American institutions to cope with a new world, the corruption of values, and the absence of strong visionary leaders. *Broke* is breathtakingly comprehensive and Mumford does not mince words. Mumford explains how we can achieve an America both great and good, a nation with 'a single value system that matches the vision of the Founding Fathers.' I highly recommend this book. It's like nothing you've ever read before." —Fred Barnes, Fox News commentator "John Mumford has accepted a significant challenge in assessing the future of our nation's twenty-first century. At this important moment in history, we must carefully examine the signs of future change. *Broke* is a valuable reference for all Americans. It examines seventeen issues that are important to our future, including the issue of healthcare about which I am very passionate. This work establishes a new leadership model for public servants and sets a high standard for their service. More importantly, it establishes a new forum for public debate on the actions that will set the course of the nation for our children and grandchildren in the coming years. Every American would benefit from reading *Broke*. It is my hope that we will heed the call to action." —The Honorable Tommy G. Thompson, former Secretary, United States Department of Health and Human Services "John Mumford has accomplished a formidable task in writing *Broke*. No one in our generation has attempted to take a long, hard look at where our policy decisions of the last forty years have taken America and where these decisions will leave our children and grandchildren. I heartily commend this book to the realists among us and to those who aspire to national leadership in the years to come. We have much work to do before our current generation of leaders can be satisfied with their legacy." —The Honorable Zell Miller, former United States Senator About the Author John B. Mumford is the founder of The Washington Group Consultants, LLC, which works with both Fortune 500 companies and nonprofits on all phases of strategic and operations management. A graduate of the U.S. Military Academy at West Point, he served two tours of duty in Vietnam as an officer in the U.S. Army Corps of Engineers. After his service, he obtained an MBA from Harvard Business School. With nearly four decades' experience in the military, government, and business, he is also a sought-after speaker on leadership, values, and business ethics. Learn more about John at [www.WashingtonGroup.com](http://www.WashingtonGroup.com) and more about *Broke* at [www.AmericaFutureWatch.org](http://www.AmericaFutureWatch.org).