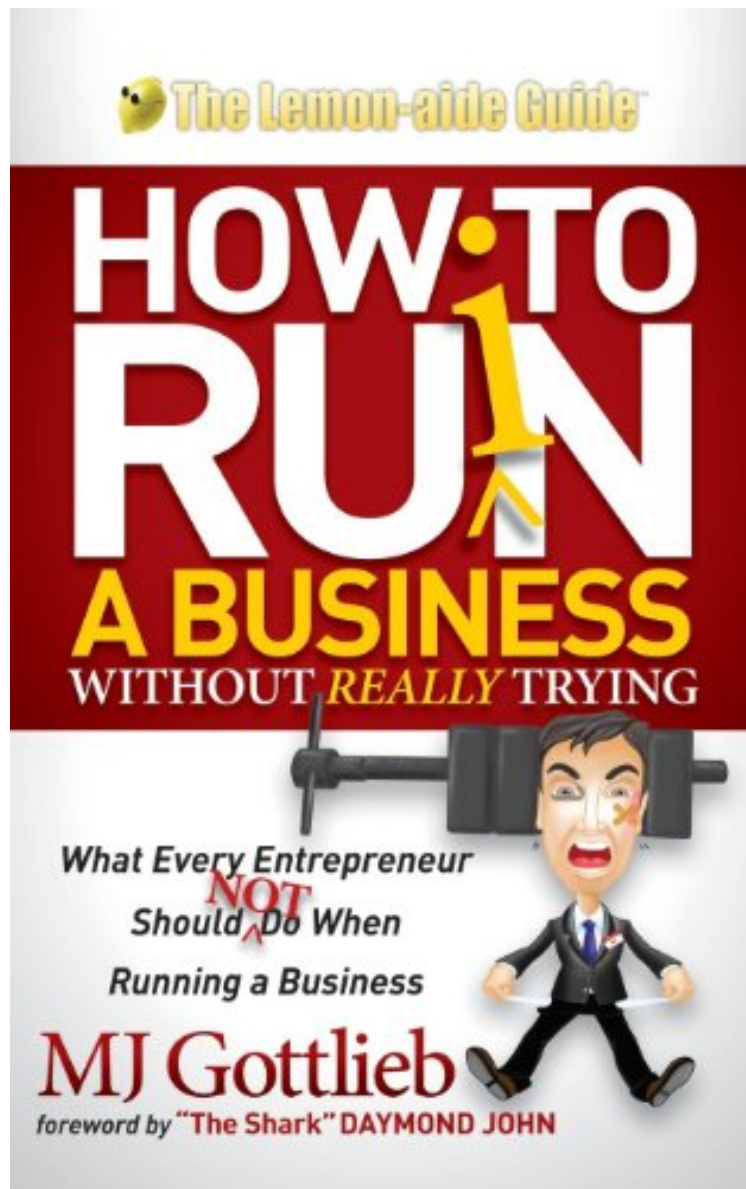


[Mobile book] How to Ruin a Business Without Really Trying: What Every Entrepreneur Should Not Do When Running a Business

How to Ruin a Business Without Really Trying: What Every Entrepreneur Should Not Do When Running a Business

M. J. Gottlieb

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M. J. Gottlieb : How to Ruin a Business Without Really Trying: What Every Entrepreneur Should Not Do When Running a Business before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Ruin a Business Without Really Trying: What Every Entrepreneur Should Not Do When Running a Business:

0 of 0 people found the following review helpful. A easy-breezy must-read for budding entrepreneursBy ayaThank you Mr. Belafonte for inspiring Mr. Gottlieb's to write this book! I think many of us are so worn out from our mistakes that we don't even have the interest or energy to revisit them, especially in this much depth... and at once. Maybe, too, we're just so relieved to be on the other side, in a sense, that staying there becomes a welcomed focus. Thank you so much for this book--for the depth and the brevity and concision of each case study! It brings much-needed balance to the conversation. At a point, I had to pause to really breathe the reality of it in. You answered questions I haven't thought to ask; helped me see the benefits and potential issues in my own humanity; and, empowered me to ask additional questions. When I'm interviewed on somebody's talk show about the unprecedented growth of my business, I will certainly cite your book. :D

0 of 0 people found the following review helpful. Strongly recommended but has some overly repetitive elementsBy Byte-SizedOverall a very engaging book that is full of helpful and suggestive advice on the triumphs and fallacies that engage all businesses. Unfortunately, most of the content is overly repetitive, especially with regards to the content on failed business negotiations/contracts (these examples all played out in the exact same way and covered a host of the same issues that could have been condensed into one or two lessons); however, the content that was fresh was extremely mind opening... helping to bridge critical gaps in the thought process, highlighting concepts that we subconsciously know, but unwillingly ignore due to our desire to be optimistic. A strongly recommended read for those whom are either starting their own business or are engaged in a managerial role.

0 of 0 people found the following review helpful. Great insight and differentiation on different types of Investors for ...By pawsucremeI've got this book ear-marked all over and notes! Really Very Valuable. Great insight and differentiation on different types of Investors for entrepreneurs. Anything I have read so far I've been able to relate back to my own business venture and apply to my own situation. Great 'go-to'. Looking forward to more of their collaborative series in the future. Will be ordering more! Faith C. PAW Su-Creme.

When life hands you lemons what do you do? Well complaining certainly doesn't help anything, and nobody really listens anyway. Truth is, most successful people have failed their way to the top. For every successful person that you see, what you don't see is the trail of bankruptcies, failed partnerships, and pricey mistakes that made them who they are today. So does that mean every entrepreneur has to go through the same horrors, heartaches and pain? Is there any way to avoid this? Well one way is to learn from the experiences of others. . . MJ Gottlieb's *How To Ruin A Business Without Really Trying* takes a new and exciting approach to help entrepreneurs by telling them what "not to do". The book uses fifty-five painstaking, yet hysterical tales throughout MJ Gottlieb's 21-year journey as an entrepreneur to highlight some of the most prevalent and destructive mistakes entrepreneurs make when running a business today. Truth-be-told, entrepreneurs simply do NOT like to be told what to do. Learning from the mistakes of others however, takes the ego out of the equation so entrepreneurs can learn objectively, while still allowing them to enjoy the freedom of their own experience.

"This book takes a new and exciting approach on how to teach entrepreneurs. Learning from the mistakes of someone else's experiences will save them from making similar mistakes in their entrepreneurial journey." --Daymond John, TV Personality/Co-Host of ABC's "Shark Tank"

"MJ Gottlieb has written a successful book on how to fail--witty, engaging, on the money." --Marvin E. Eisenstadt, Chairman, SWEET 'N LOW

"If I were crazy enough to start a business, I'd read this book first." --David Gelber, Executive Producer, CBS News, Multi-Award Winning Producer, 60 Minutes

"I found MJ Gottlieb's book to literally be a bible---a must read---for entrepreneurs. This should be mandatory reading for anyone thinking of starting a business." --Ronn Torossian, Chairman, 5W Public Relations, "One of the Fastest growing Companies in the U.S." Inc. 500

"With wit, wisdom and tongue firmly in cheek, this book explores the dark side of Wall Street's version of the American Dream. The truth is most businesses fail. It's time someone took a clear eyed and fun look at why." --Nelson George, co-author of *Life Def- The business memoir of entertainment mogul Russell Simmons*

"MJ's observations are as pertinent to a large global organization as they are to a fledgling entrepreneur." --Kevin Hennessey, Managing Director Senior Advisor, Retired, Credit Suisse First Boston

"A must read for any new or experienced entrepreneur. Full of valuable real-life start-up miscues and insight from someone not afraid to divulge absolutely everything." --Bret Mactavish, Former Senior Manager, International Basketball Operations, NBA

"How to Ruin a Biz provides a method of teaching which keeps you smiling while you tackle the issues the whole way through." --Izzy Ezrailson, Former President, LRG Brand