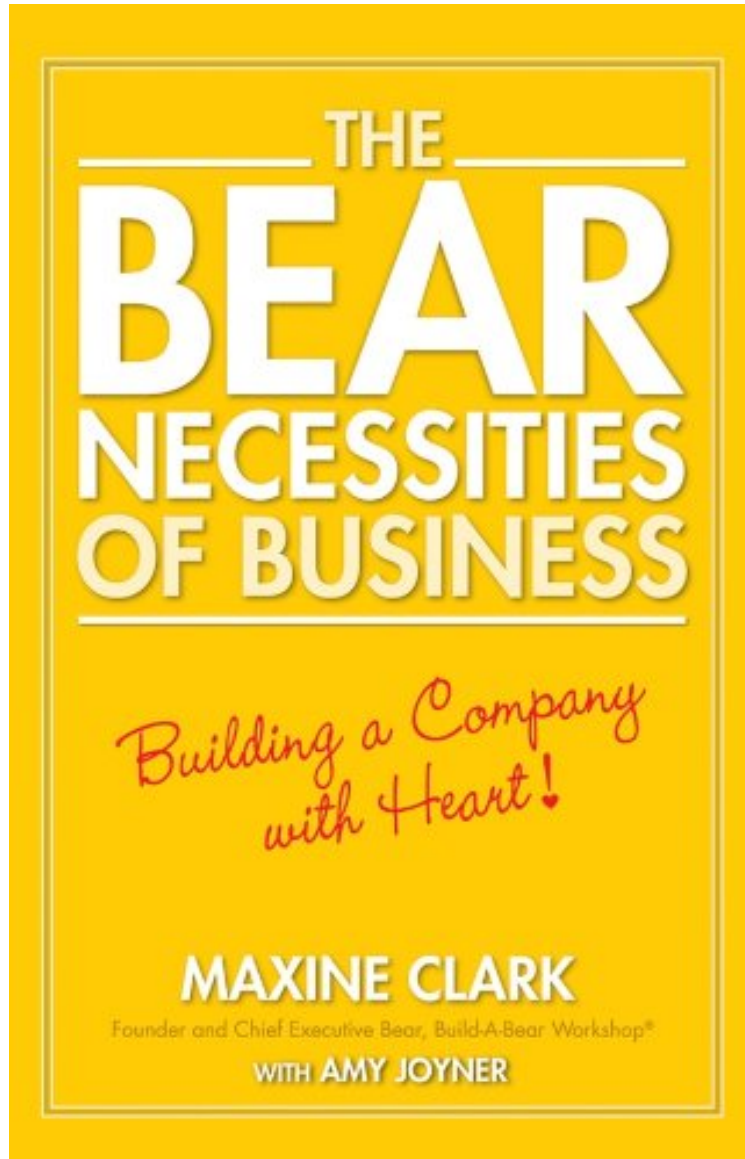


(Download pdf ebook) The Bear Necessities of Business: Building a Company with Heart

The Bear Necessities of Business: Building a Company with Heart

Maxine Clark

ePub | *DOC | audiobook | ebooks | Download PDF



DOWNLOAD



READ ONLINE

#1343873 in eBooks 2007-12-10 2007-12-10 File Name: B001NCFRO | File size: 55.Mb

Maxine Clark : The Bear Necessities of Business: Building a Company with Heart before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Bear Necessities of Business: Building a Company with Heart:

0 of 0 people found the following review helpful. Equal parts execution and creativity By Andy Orrock I like the Build-a-Bear business and stand in admiration of what Maxine Clark has been able to do - starting with her small, inspired idea to a well-executed first location at St. Louis' Galleria to a worldwide, publicly traded, well-tended brand. Her story is one of equal parts execution and creativity. Nice gals finish first. I celebrate Ms. Clark's success and look

forward to seeing her next ideas. Still, for a proprietors tale, give me *How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets*. Hands down, best of the genre. Nothing else comes close. 0 of 0 people found the following review helpful. Great book! Easy to read and understand. By I Ordered That I was inspired to get this book after hearing Maxine Clark speak in person at a special event. Her book is great for those looking to start a business. It is written exceptionally well and in simple terms... which to me, makes it easier to remember the key points of each chapter. For some, it may seem hard to see past the kid-focused "Build-A-Bear" examples... But Mrs. Clark often points out how her theories and philosophies for running her business were developed from other companies like McDonalds and Starbucks. Bottom line... there's something for everyone in this book. It will definitely inspire the entrepreneur in you. 4 of 4 people found the following review helpful. Get it, Get it, Get it! By Amanda Coutta At first glance this book may appear to be about Maxine Clark's company Build-a-Bear Workshop. While she does share many stories featuring her company, the insights and advice she gives are PRICELESS. This is a fantastic read for anyone who is starting out, needs a pick-me-up for their current business, or wants to reconnect about what it's like to be a customer. It's not just about bears...it's for all of us! Way to go, Maxine! Thanks for following through on another great idea. It's the best purchase I've made in a long time.

Build-A-Bear Workshop^{reg}; is one of the most successful retailing concepts in recent history. Starting with just one location in 1997, the company now operates more than 200 stores worldwide. Leading the way is Maxine Clark, the company's founder, Chairman, and Chief Executive Bear. Clark is widely recognized as one of the nation's leading and most creative entrepreneurs. In *The Bear Necessities of Business*, she reveals how she built this amazing global business from the ground up, while arming you with the tools you need to start, run, and market your own company in today's tough competitive environment. While primarily drawing on real-life experiences from Build-A-Bear Workshop^{reg};, Clark also offers wisdom gained throughout her entire thirty-plus-year career, including lessons and examples from some of the other great companies that do so much right. Straightforward and accessible, *The Bear Necessities of Business* is divided into seven parts, each built around an essential element that will allow you to stand apart from the crowd. The short, accessible chapters show you everything you need to: Get your business started Become a great boss Connect with your customers Add value to the overall experience Effectively market your company Plan for future growth Give back to your customers, employees, and community Best of all, these principles can be applied to any industry and are proven to work whether your target audience is children, teenagers, baby boomers, seniors, or any age in-between. Whether you're looking to start a new business, improve an existing one, be a better manager, or hire the best employees, *The Bear Necessities of Business* contains the insights and information you need to succeed. Even if you work for some-one else and have no plans to strike out on your own, you'll still benefit from the advice found in this book. After all, the best employees^{mdash};and those who consistently rise to the top^{mdash};are those who think like entrepreneurs!