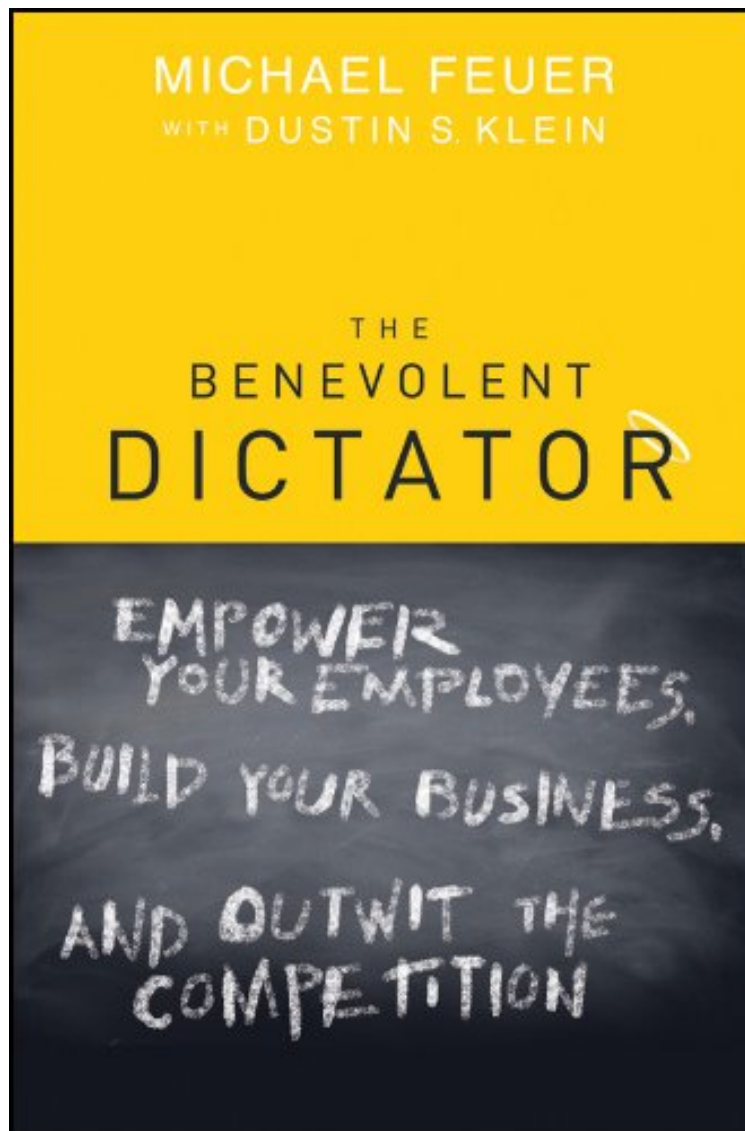


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## The Benevolent Dictator: Empower Your Employees, Build Your Business, and Outwit the Competition

*Michael Feuer*

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**Michael Feuer : The Benevolent Dictator: Empower Your Employees, Build Your Business, and Outwit the Competition** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Benevolent Dictator: Empower Your Employees, Build Your Business, and Outwit the Competition:

0 of 0 people found the following review helpful. A must read for any entrepreneur that aspires to be better..By Adam H. DeFrancescoMr. Feuer has been there, knows what he is talking about, and is kind enough to share his experiences,

challenges and even setbacks along the way. The real world sage advice is both practical and relevant to what almost every entrepreneur everywhere will encounter somewhere during their career. A must read for any entrepreneur that strives to be better in every aspect of business from managing, delegating, leading and in general; risk taking. The Benevolent Dictator: Empower Your Employees, Build Your Business, and Outwit the Competition

0 of 0 people found the following review helpful. Want to hear it from the horses mouth? A must for aspiring Entrepreneurs!

By AutoRacing1 Michael does a great job telling you what it's truly like to be an Entrepreneur without sugar coating anything, which is the best help he could give us. To be a successful Entrepreneur you have to learn the inside story to all success and Michael does a great job of doing that. I am using this book to help scale my recent invention, the Sushiquik Complete Sushi Kit

8 of 8 people found the following review helpful. Entrepreneurship 101

By Danilo Vargas Michael Feuer's new book, The Benevolent Dictator landed on my desk at exactly the right moment--two months into the launch of my own business enterprise! So as you can imagine, I dove into the book eager to mine some valuable nuggets of wisdom from the mind of a talented entrepreneur who was able to take OfficeMax from very humble beginnings up to its sales in 2003 for \$1.5 billion. Although the book is full of great insights worthy of study and application, the most important take-away for me relates to the role of the entrepreneur as a Benevolent Dictator. Feuer makes it clear that there is no secret sauce; no magic recipe; nor any single piece of sexy advice guaranteed to take your business to dizzying heights of success. Instead, Feuer insists that it comes down to something really simple (though not easy): devising a smart and detailed strategy, and executing that strategy relentlessly. Execution, however, requires discipline and a stubborn focus on setting goals and minding the details. The occasional cracking of the whip comes with the territory. But that doesn't make Feuer a bad guy at all. His heavy hand is always guided by a benevolent sense of service, to customers and employees alike, and by the humility to recognize that he doesn't have all the answers and that the people in his organization are partners who deserve a say in how things are run. For me, it's great to see a CEO who is at once strong and assertive, but humble enough to encourage his people to come up with ideas, and to challenge his own when they disagree. Feuer has organized his thoughts on business into 40 lessons divided among the "four phases" of an entrepreneurial enterprise: (1) Start-up (2) Build Out and Put the Idea to the test (3) Constant Reinvention and (4) The Payday. Although the phases are not fully fleshed out, and while some of the lessons are repetitive, overly expansive and somewhat superficial, there is some serious red meat in the book. The juiciest and most interesting lessons are those about using OPM (Other People's Money) to finance your business. Feuer's genius comes through as he describes (in fairly good detail) how he was able to fund OfficeMax's growth in early and later years without having to deal with overly demanding professional investors (venture capitalists). His myth-busting insights on raising capital are easily worth 100X the price of the book! There's lots of great advice, that although not particularly original or ground-breaking, is presented in Feuer's clever fashion and is ignored at one's own peril. There's solid advice on how to hire effectively, manage projects, test ideas, change course, encourage innovation, outwit competitors and much more! Although the book sometimes feels more like a promotional tool than a truly heartfelt treatise on entrepreneurship (there are incessant references to Feuer's Max-Wellness venture in the first half of the book) it provides enough valuable information, humor and even some genuine emotion to compel me to recommend it to you. If you're thinking of starting a business, or if you're in the middle of launching a business like I am, the advice found in the pages of The Benevolent Dictator may not be particularly inspirational, but it's highly instructional. Follow Feuer's advice to steer your business in the right direction.

An unconventional philosophy for starting and building a business that exceeds your own expectations What does it require to take a concept rapidly and effectively from mind to market? The Benevolent Dictator recognizes that entrepreneurship is a gauntlet. Those who succeed are benevolent dictators—able to make the intricate process happen in days, weeks and months to win. The Benevolent Dictator gives you no-nonsense how-to advice and examples that have worked. This non-traditional, gung-ho guide is not afraid to lay out the leadership methods that can effectively get a new business off the ground, and through the requisite fast-track growth phases that produce tangible success measured by your bottom line and your wallet. Learn critical specifics on how to move from idea development to build-out, through steps for continuous improvement, and on to the big cash out. Features proven tools, strategies, and tactics that will help you bottle entrepreneurial lightning over and over again. As the cofounder of office retail giant OfficeMax, the author turned a \$3 million investment into a \$1.5 billion sale in his 16 years as CEO. Beating the competition is never easy. For those times when you need an iron hand, then you also need the wisdom to know when and how to use it. Whether you're a business student, aspiring entrepreneur, or a practicing executive, you need to discover the winning ways of The Benevolent Dictator.