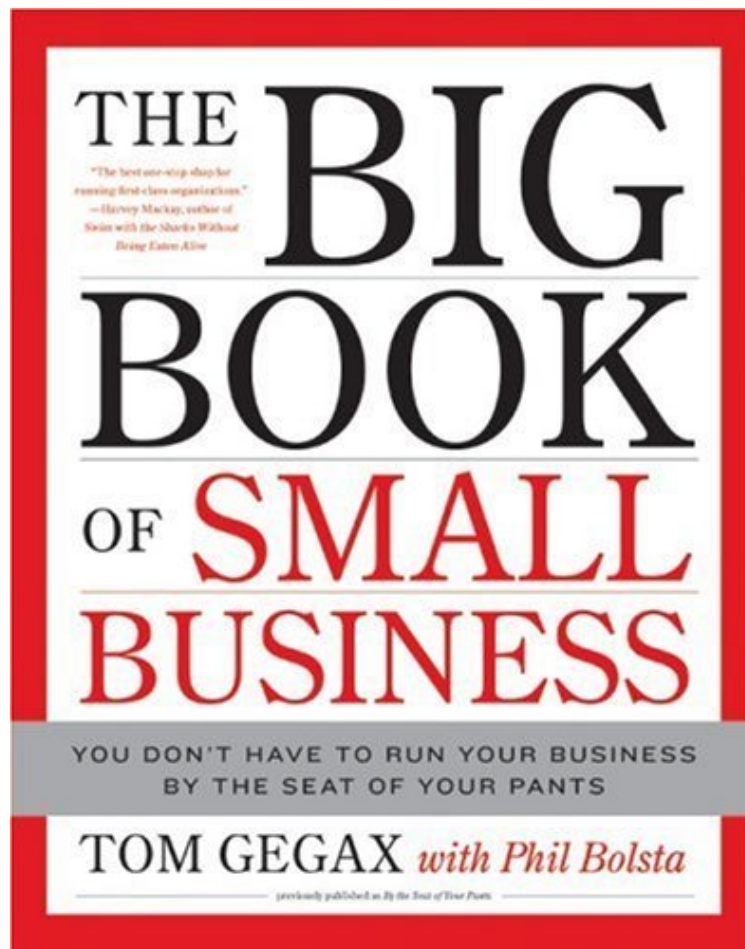


The Big Book of Small Business: You Don't Have to Run Your Business by the Seat of Your Pants

Tom Gegax, Phil Bolsta

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Tom Gegax, Phil Bolsta : The Big Book of Small Business: You Don't Have to Run Your Business by the Seat of Your Pants before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Big Book of Small Business: You Don't Have to Run Your Business by the Seat of Your Pants:

38 of 40 people found the following review helpful. Excellent wisdom and inspiration for the entrepreneurBy @theCryptKickerAs a new small business owner, I've devoured several books written on the topic of starting a business. Most have a few good kernels of knowledge in them somewhere, but none are as consistently helpful as this book. The author, Tom Gegax, has a great deal of personal experience starting and growing companies, most of which seem to be in the tire industry. If your business is not merchandise-based, but service-based, this book is still very pertinent. Topics like vision and values are discussed, as well as some interesting marketing ideas. Adapting the information into a business plan for a Web company was easy and enjoyable. Be prepared for Mr. Gegax's very zealous approach to business. It borders on fanatical at times. If you shy away from corporate structures due to their "you must

believe" mindset, you'll flinch a few times while reading, but it's still excellent counsel. From a tactile standpoint, this book is great. The binding is well constructed, and the print is slightly large and easy to read. I cannot recommend this book enough if you're starting your own business. Double that recommendation if you own your own business and need a shot of inspiration. I also recommend Joe Kennedy's Small Business Owner's Manual available on Amazon. 2 of 2 people found the following review helpful. Learn from a pro. By Dimmer This is a book that really tells you the intricacies of running a business, not just "what I did". Even for non-business types this is laid out in clear language with to-do's, how to handle crises and variant outcomes and mostly how to handle and most importantly treat people. Forget the rest of the how-to books, start with this one. 2 of 3 people found the following review helpful. The first book every "Seat of the Pant" Entrepreneur should read. By A Click Away Having embarked on a journey a couple of years ago to "get off my knees" and grow my small remodeling business into something more sustainable and worthy of being called a business, I've been in search of all the help I could find to fill in the gaps in my business knowledge. This book is where I should have started. The real life wisdom in this book provides answers and solutions to many of the common problems that small business entrepreneurs encounter. At the very least, it provides an outline of "what to do" and "where to start". But, Beware. You will need to be ready to admit and submit to the simple fact that, if you really need this book, as I did, you will walk away with the humility of knowing that you have a TON of work to do on yourself and your business. The good news is, after digesting this information, you will at least have a starting point. This is a great read!

Your shoes are charred from stomping out brush fires. You have nightmares about UFOs; Unreachable Financial Objectives. All-star interviewees turn into duds. Meetings cause more problems than they solve. The office is a ghost town at 5:01 p.m. Does this sound familiar? Tom Gegax knows what that is like. Years after running his Tires Plus franchise by the seat of his pants, blissfully unaware of how little he knew about getting the most out of people and managing a world-class organization, Tom was faced with a cancer diagnosis and a business at the brink of disaster. Resolved to change things around, he improved his mental clarity, health, and relationships and noticed that the more he profited on a personal level, the more his company profited. Tires Plus grew into a \$200 million business with 150 upscale locations. He had learned the first lesson in Enlightened Leadership 101: Focus on the well-being of your employees and customers; as well as your own; and success will follow naturally. In The Big Book of Small Business, Tom shares his hard-earned lessons on how to become an enlightened, effective leader, and on how to do the small things right so the big decisions work. This all-in-one toolbox for small businesses is jammed with warm-hearted, tough-minded practices and street-smart tips, covering every aspect of a growing business: Starting, funding, and getting your new business off the ground; Crafting a mission and growing a corporate culture that works; Hiring the best people and maximizing their potential; Communicating and negotiating with your employees, customers, and suppliers; Creating processes for continuous innovation and growth; Protecting your business from unforeseen dangers; Planning for growth. And much more. . . . As thorough as a textbook and as lively as a news magazine, The Big Book of Small Business is the most comprehensive and practical book on how to take a small business to the next level, and an indispensable slingshot for the millions of scrappy Davids taking on corporate Goliaths.