

The Toilet Paper Entrepreneur The Tell It Like It Is Guide To Cleaning Up In Business Even If You Are At The End Of Your Roll

"Raegan Moya-Jones is one of today's most fascinating entrepreneurs. Ten years ago, seeing a huge opening in the baby products market, she started aden + anais, which introduced cotton muslin swaddles to the U.S. On the heels of that success she's now launching another idea, Saint Luna, a boutique liquor company poised to turn the stereotype of moonshine on its head. This book is the story of her entrepreneurial journey: how she stopped holding herself back and learned to go after her dreams. The John Burroughs quote "Leap, and the net will appear" has been Moya-Jones' guiding principle in business. But she wasn't always that bold. She was a party girl in high school in Australia, then ended up dropping out of college. When she finally got her act together, she went into sales, but quickly realized the corporate world wasn't for her. It was obvious that her (mostly male) bosses didn't like being challenged by an outspoken Aussie chick. So she decided to start a company, on her own terms. But instead of quitting her sales executive job at the Economist right away, she quietly built her business every night after putting her young daughters to bed. And when aden + anais reached \$1 million in revenue in less than two years, she was finally ready to make the leap. Today her little company is a thriving global brand, and Raegan has moved on to make another entrepreneurial leap. This empowering story will show the hopeful entrepreneur or career changer that she doesn't have to know it all—as long as she's willing to leap. If Raegan can do it, anyone can!"

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's easy for entrepreneurs to get caught up in a never-ending cycle of "sell it—do it, sell it—do it" that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, The Pumpkin Plan guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

"The missing link that will prepare your business and your mind you for the next stage of business growth." --from the Foreword by Gino Wickman, author of Entrepreneurial Leap and Traction Does your business own you more than you own it? Are you afraid it will collapse without you? Are you sacrificing your family, friends, and freedom to keep your business in business? What if, instead, your company could run on automatic while it continued to grow and turn a profit? It's possible—and the revised and expanded edition of Clockwork makes it easier than ever. If you're like most entrepreneurs, you started your company so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. In Clockwork, Revised & Expanded, entrepreneurship expert Mike Michalowicz improves on his step-by-step method for getting more done by doing less – making it easier than ever to have your business run itself. The culmination of more than ten years research, with hundreds of new real-life case studies and improved processes drawn—drawn directly from Mike's hugely successful training program—Clockwork, Revised & Expanded is your recipe for an ultra-efficient business. Among the many new and improved strategies, you will learn how to: Transfer any task off your plate and trust that your team will get it done right. Elevate your role in your company (and life) with one single word. Pinpoint the critical function your business must master to avoid mediocrity. Leverage the extraordinary power of the 3.2 hour productivity rule. And finally—do what you want, when you want, in your business and your life. Clockwork Revised & Expanded even includes an entirely new section that details how to improve each team member's efficiency – both individually and within teams – without leadership involvement. With Mike's Clockwork system, you will make your business finally work for you.

"Never started a company before? Struggling with little or no cash? Have no experience, no baseline to judge your progress against? Thank God! You've got a shot at making this work." So says Mike Michalowicz, author of The Toilet Paper Entrepreneur, a business book that is so uniquely useful, so delightfully entertaining, so great like the brains of Steve Jobs and Chris Rock. The founder of three multimillion-dollar companies, including Obsidian Launch, a company that partners with first-time entrepreneurs to grow their concepts into industry leaders, Mike Michalowicz knows what it really takes to gain your dream idea into pure gold. Whether you've just started out or have been at this for years, Mike's "get real" approach to business is a much-needed swift kick in the pants. In this book, you'll discover: • Why a business plan is a total waste of your time. • Why fulfilling your own needs is the first and last order of business. • Which three sheets of paper you need to successfully launch, manage and grow your business. • How to get started in business with little or no money. • How to find and exploit resources that no one else knows about. • How to stop procrastinating and take action NOW!

Do It! Marketing

Profit First

Toilet Paper Math

The Tell-It-Like-It-Is Guide to Cleaning Up In Bu

Fix This Next

Evaluating the Realities, Risks, and Rewards of Having Your Own Business

Good Morning, Beautiful Business

IF YOU ARE SELLING BUSINESS-TO-BUSINESS THIS BOOK IS FOR YOU! Business-to-business marketing is completely different than consumer based marketing. Relationships need to be established, nurtured, maintained, and nurtured. It takes longer to engage because profits and jobs are on the line. **TOILET PAPER MATH is a metaphor about how companies try to packagemarketing in a way that makes you think you are getting more than you're paying for. It can be presented in a way that can make your ROI look successful on paper, but masks the truth with actual sales. This book explains how to know about really becoming successful with online marketing and how it can provide measurable results. The end goal should always be measured by bigger and better sales. This book explains the "WHY" and builds on proven Relationship Marketing tools and techniques outlined in the "How-To" book "THE BACON SYSTEM".** "In Toilet Paper Math, Brian identifies a slew of B2B marketing challenges. Odds are, you will find some of them disappointingly familiar, but not to worry. The author then applies a masterful use of metaphors and storytelling to teach you specific and detailed process that will chart the course for your company to thrive in its space. I recommend that your entire leadership team reads this book for a new opening discovery of your organization's greatest potential within its market." - - Mara Tabaka - The Entrepreneur's Success Coach & Inc. com. Author

Explore how entrepreneurial thinking can dramatically improve your work, life and relationships Having the drive, ambition and inspiration to start a new business takes a special mind-set and self-confidence—think Steve Jobs, Elon Musk, Mark Zuckerberg. It's no wonder that we regard successful entrepreneurs as modern-day magicians, transforming sometimes-radical ideas into global brands that change the way we live our lives. But what if that spirit and drive were applied to the world outside of business start-ups? An entrepreneur seeks to build something from nothing, to take an inspired idea and make it a reality.

In How to Think Like an Entrepreneur, Philip Delves Broughton will explore what it takes to be a successful entrepreneur—the ability to disrupt the status quo and generate fresh perspectives—and ultimately lead us to the heart of great entrepreneurial thinking: an understanding of our deepest human needs.

By harnessing the passion, verve and limitless imagination of an entrepreneur, this book will show you new ways to improve your business, but also your life and relationships. "Self-help books for the rest of us." - The New York Times

How to use your business to use word-of-mouth and reputation-building to gain a loyal customer base in the way small businesses do.

It's time to drop the rose-colored glasses and face the facts: most new businesses fail, with often devastating consequences for the would-be entrepreneur. The New York Times, Wall Street Journal, and USA TODAY bestseller The Entrepreneur Equation helps you do the math before you set down the entrepreneurial path so that you can answer more than just "Could I be an entrepreneur?" but rather "Should I be an entrepreneur?". By understanding what it takes to build a valuable business as well as how to assess the risks and rewards of business ownership based on your personal circumstances, you can learn how to stack the odds of success in your favor and ultimately decide if business ownership is the best possible path for you, now or ever. Through illustrative examples and personalized exercises, tell-it-like-it-is Carol Roth helps you create and evaluate your own personal Entrepreneur Equation as you:

• Learn what it takes to be a successful entrepreneur in today's competitive environment. • Save money, time and effort by avoiding business ownership when the time isn't right for you. • Identify and evaluate the risks and rewards of a new business based on your goals and circumstances. • Evaluate whether your dreams are best served by a hobby, job or business. • Gain the tools that you need to maximize your business success. The Entrepreneur Equation is essential reading for the aspiring entrepreneur. Before you invest your life savings, invest in this book!

Toilet Paper Entrepreneur

Extreme Entrepreneurship

How I Built a \$100 Million Business Against the Odds

Profit First For Minority Business Enterprises

My Money Bunnies: Fun Money Management For Kids

The Introvvert Entrepreneur

The Commitment Engine

Construction industry business coach, speaker, and author, Shawn Van Dyke, has taken the core concepts of Mike Michalowicz's Profit First and customized them to address the specific needs of the construction industry. Profit First for Contractors addresses the major struggles contractors face and provides clear and actionable guidance on how to overcome them. Shawn shows contractors how to go from simply getting by to becoming permanently profitable. This book is for every construction business owner who dreams of prosperity. Using Van Dyke's Profit First for Contractors system, readers will learn how to break out of the "craftsman cycle" - the seemingly never-ending loop of urgent tasks and responsibilities that keep contractors from gaining traction toward their important goals. He guides construction business owners how to understand their financial statements and how to use them to determine the markup and margin that lead to profits. You will also learn how to develop solid rules of thumb for the operation of your construction businesses, and how to implement an effective cash management plan that simplifies accounting and leverages normal human behavior. Using real-life stories from actual construction business owners, step-by-step advice, and his conversational twang, Van Dyke puts permanent profitability within reach of every construction business owner.

"Inspired me to ask myself why and to stop postponing the forgotten dreams." —Geneen Roth, #1 New York Times bestselling author of Women Food and God and This Messy Magnificent Life Full of inspirational insights and advice, lifehacks, and real-world examples, Someday is Not a Day in the Week is CEO Sam Horn's motivational guide to help readers get what they want in life today rather than "someday." Are you: • Working, working, working? • Busy taking care of everyone but yourself? • Wondering what to do with the rest of your life? • Planning to do what makes you happy someday when you have more time, money, or freedom? What if "someday never happens?" As the Buddha said, "The thing is, we think we have time."

Sam Horn is a woman on a mission about not waiting for SOMEDAY ... and this is her manifesto. Her dad's dream was to visit all the National Parks when he retired. He worked six to seven days a week for decades. A week into his long-delayed dream, he had a stroke. Sam doesn't want that to happen to you. She took her business on the road for a Year by the Year by the Year.

During her travels, she asked people, "Do you like your life? Your job? If so, why? If not, why not?" The surprising insights about what makes people happy or unhappy, what they're doing about it (or not), and why...will inspire you to carve out time for what truly matters now, not later. Life is much too precious to postpone. It's time to put yourself in your own story. The good news is, there are "hacks" you can do right now to make your life more of what you want it to be. And you don't have to be selfish, quit your job, or win the lottery to do them. Sam Horn offers actionable, practical advice in short, snappy chapters to show you how to get started on your best life — now.

This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. A year of planning, steering and measuring marketing may seem a little complex and threatening but promising at once to most decision makers. This collaborative compendium combines proven experience and best practice in 22 articles written by 45 renowned experts from all around the globe. Among them Dr. Florian Heinemann/Project-A, Peter W ü rtenberger/Axel-Springer, Deirdre McGlashan/MediaCom, Dr. Marc Grether/Axis, Michael Lamb/MediaMath, Carol Owen/IPG, Stefan Bardega/Zenith, Arun Kumar/Cadreon, Dr. Ralf Strauss/Marketingverband, Jonathan Becher/SAP and many more great minds.

Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In Clockwork, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to: • Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you. • Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business. • Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you're a new entrepreneur or have been overworked and overstressed for years, Clockwork is your path to finally making your business work for you.

50 Indispensable Tips to Help You Stay Afloat, Bounce Back, and Get Ahead at Work

Small Town Rules

How to Think Like an Entrepreneur

How to Achieve Sustained Organizational Effectiveness

The Unexpected Journey of an Activist Entrepreneur and Local-Economy Pioneer

Clockwork

The Tell-It-Like-It-Is Guide to Cleaning Up In Business, Even If You are at the End of Your Roll

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "The Toilet Paper Entrepreneur." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

A must-read guide for small business owners navigating a critical turning point: when you either level up or give up. It's never been easier to start a business—and it's never been harder to scale it. Half of new businesses in America don't make it past five years. Stacey Abrams and Lara Hodgson want to help today's entrepreneurs beat the odds by revealing the unseen tethers that keep small businesses from growing and thriving. Drawing on firsthand experience starting and scaling multiple companies over nearly two decades, Now& cofounders Abrams and Hodgson crystallize their hard-won advice into a single how-to, got-to guide for small business owners. In Drive Up, they share intense behind-the-scenes details of building their own businesses, as well as actionable, get-it-done principles for founders looking to propel their ventures forward. This is straight talk from the trenches on real issues like hiring, identifying a revenue strategy, reinvesting in a startup, and managing cash flow, from a duo that's been there. Abrams and Hodgson also elevate and share the experiences of other successful founders including, Jules Fierl of The Grommet, Alisha Clark of Glory Professional Services, and Sheila Jordan of Knowledge Architects. New businesses started by entrepreneurs drive net new job growth. Yet, for the last four decades, startups have increasingly struggled to overcome a system of red tape and barriers to capital and commerce. As a new generation of founders launches a flurry of firms in the wake of the pandemic recession, Abrams and Hodgson offer key insights and support to help entrepreneurs break free and get to the next level.

Hearts, flowers, and fans – butterflies, boats, and bunnies – it's all possible with toilet paper! With little effort, a roll of toilet paper can be transformed into a delightful focal point using the charming, elegant, and whimsical designs in this collection. Toilet Paper Origami is perfect for hotels, Bed & Breakfasts, cruise ships, and creative housekeepers. Toilet Paper Origami is fun for crafters of all ages. Illustrated with more than 300 photographs, step-by-step instructions teach 29 easy yet eye-catching folds and embellishments for styling the end of a toilet paper roll. Discover how simple it can be to make a memorable decoration from a bathroom essential.

Toilet Paper EntrepreneurThe Tell-It-Like-It-Is Guide to Cleaning Up In Business, Even If You Are at the End of Your Roll

Six Ways to Keep the "Little" in Your Girl

A Simple Strategy to Grow a Remarkable Business in Any Field

HBR Guide to Buying a Small Business

The Tell-It-Like-It-Is Guide to Cleaning Up In Business, Even If You Are at the End of

10 Hacks to Make the Rest of Your Life the Best of Your Life

How Millennials Became the Burnout Generation

Making Work Worth It

EXTREME ENTREPRENEURSHIP: From war zones to jungles to slums to where capitalism is illegal, this book contains true stories of people making their startups work in some of the most challenging contexts. Written by an award-winning professor at a top-ranked entrepreneurship school based on his interviews with startup founders in some of the more than 120 off-peak heres. Instead, you can expect to find uniquely inspiring stories and universal lessons about life and business from interesting people and places around the world. This book will provide you with: (1) life and business tips and inspiration, provided from a fresh perspective; (2) immediately actionable ideas, including intriguing ways of overcoming obstacles employment, travel, startups, entrepreneurship, re/entering, and more; (3) insight into the mindsets of people who see and create opportunities and successfully execute to make the most of those opportunities; and (4) interesting background information on people and places around the world, providing a dose of context and entertainment. Whether it is a pion economies with solar mini-grids in Madagascar, or rainforest stewardship in Colombia and Suriname, or startups in the wake of genocide in Timor-Leste, or sparking the rebirth of a former industrial town in the United States, you will read here stories of folks tackling tough problems with few resources. Published in book format for the first time, the author expertly blend of Anthony Bourdain's Parts Unknown and NPR's How I Built This. Please read and enjoy!

Susan Cain's breakout bestseller Quiet has brought introversion to the forefront of popular discussion. Yet despite the increased awareness, and the high-profile success of introvert entrepreneurs such as Bill Gates, Steve Jobs, Mark Zuckerberg, and Jeff Bezos, there is no book that shows introverts how to harness their natural gifts (such as focused listening and in-depth knowledge) and use them to prepare, present, and prosper in the business setting. While starting or growing a business or working within a larger organization, readers will find insights on a wide range of entrepreneurial topics in The Introvvert Entrepreneur from managing fears and expectations and developing a growth mindset to mastering networking, marketing, leadership skills, and community-building informed by interviews with successful introverts who have learned important business lessons the hard way. Filled with insights and practical advice, this essential guide will help anyone who's striving to quietly make a difference in a loud and chaotic world.

From the co-founder of THNX and hellotushy.com, start-ups collectively valued at more than \$150 million, comes DISRUPT-HER, a rallying cry for women to radically question the status quo. Miki Agrawal has faced patriarchal pushback, fought girl-on-girl hate, ridden the roller coaster of building businesses as a female CEO, and even overcame an attempt to burn her for witchcraft (figuratively). In order to navigate the complicated—at times maddening—struggles of contemporary femininity, she has written an unabashed manifesto for the modern woman that inspires us to move past outrage and take positive steps on the personal, professional, and societal levels. This manifesto galvanizes us to action in 13 major areas of our lives with as much fire power as possible. These are the credos we live by, the advice we give to friends, the tenets we instill in our companies and peers on a daily basis. Stories of badass female movers and shakers are shared in this book too to give you an extra jolt of "I've got this." It's a whole body F*CK YES to your work, your love, your relationships, and your mission—while doing it all authentically, unapologetically, and with full integrity.

It's time to level up your life! You are accustomed to being the first—the first to go to college, the first to start a business. You often enter rooms where no one else looks like you. You're a trailblazer on a mission to create a new legacy for your family. And yet, despite your success, you still work too hard for too little cash. In Profit First for Minority Business Enterprises, Susanne Mariga, CPA, shows you how to implement the proven Profit First cash management system that has lifted thousands of entrepreneurs out of the struggle and into success. This book is designed to give you the mentorship you need to scale smart into an independent, seven-figure, minority business enterprise. In this book, you'll learn: How to apply Profit First to improve cash flow, reduce debt, and grow profit Strategies for revenue generation, target pricing, and margin maximization Expense prioritization techniques Power alignment and team building tools Secrets of off-and common illusions about successful government contracting Tax strategies designed to build generational wealth while maximizing business profitability How to make an impact in your industry when no one else looks like you We have committed a percentage of the proceeds from this book to send girls to school in Zimbabwe. So, when you purchase Profit First for Minority Business Enterprises, you contribute to an education that will alter the life of a Zimbabwean girl. By allowing young women to receive an education, not only do you alter their future, but you pivot the future of their offspring for generations to come. Thank you for being part of our mission of changing legacies.

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It's time to level up your life! You are accustomed to being the first—the first to go to college, the first to start a business. You often enter rooms where no one else looks like you. You're a trailblazer on a mission to create a new legacy for your family. And yet, despite your success, you still work too hard for too little cash. In Profit First for Minority Business Enterprises, Susanne Mariga, CPA, shows you how to implement the proven Profit First cash management system that has lifted thousands of entrepreneurs out of the struggle and into success. This book is designed to give you the mentorship you need to scale smart into an independent, seven-figure, minority business enterprise. In this book, you'll learn: How to apply Profit First to improve cash flow, reduce debt, and grow profit Strategies for revenue generation, target pricing, and margin maximization Expense prioritization techniques Power alignment and team building tools Secrets of off-and common illusions about successful government contracting Tax strategies designed to build generational wealth while maximizing business profitability How to make an impact in your industry when no one else looks like you We have committed a percentage of the proceeds from this book to send girls to school in Zimbabwe. So, when you purchase Profit First for Minority Business Enterprises, you contribute to an education that will alter the life of a Zimbabwean girl. By allowing young women to receive an education, not only do you alter their future, but you pivot the future of their offspring for generations to come. Thank you for being part of our mission of changing legacies.

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Marketing That Can't Be Ignored!

Profit First for Contractors

How To Flush Out Leads and Clean Up Sales in a B2b Marketing World

Think Big, Buy Small, Own Your Own Company

Someday Is Not a Day in the Week

Create and Orchestrate

The Soul of Enterprise

*From Mike Michalowicz, bestselling author of Profit First, Clockwork, and Fix This Next, a practical and proven guide to standing out in a crowded market. Many business owners are frustrated because they feel invisible in a crowded marketplace. They know they are better than their competitors, but when they focus on that fact, they get little in return. That's because, to customers, better is not actually better. Different is better. And those who market differently, win. In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate? 2. Does it attract? 3. Does it direct? Get Different is a game-changer for everyone who struggles to grow because their brand, message, product or service doesn't stand out and connect with customers--the long-anticipated answer to the defining business challenge of our time.*

Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO. Purchasing a small company offers significant financial rewards--as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn't always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you Raise capital for your acquisition Find and evaluate the right prospects Avoid the pitfalls that could derail your search Understand why a "dull" business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute

The world's economy has been transformed from a twentieth-century materials-based economy to the Age of the Knowledge-Based Economy - and the currency of this realm is ideas, imagination, creativity, and knowledge. According to The World Bank, 80% of the developed world's wealth now resides in human capital. Perhaps President Ronald Reagan said it best in his address to Moscow State University on May 31, 1988: "Like a chrysalis, we're emerging from the economy of the Industrial Revolution - an economy confined and limited by the Earth's physical resources - into, as one economist titled his book, "the economy in mind," in which there are no bounds on human imagination and the freedom to create is the most precious natural resource." Written by Ronald Baker and Ed Kless, hosts of The Soul of Enterprise: Business in the Knowledge Economy, the popular radio show on Voice America's Business Channel, The Soul of Enterprise: Dialogues on Business in the Knowledge Economy sounds the clarion call that organizations can no longer ignore this seismic shift that has occurred in the economy since 1959. The Soul of Enterprise introduces the three components of Intellectual Capital - human capital, social capital, and structural capital - and how to leverage them to create wealth in today's economy, by revealing: The physical fallacy - why wealth no longer consists of tangible things, but of ideas, imagination and knowledge from human minds The best learning tool ever invented: After Action Reviews Why Frederick Taylor and the Scientific Management movement was a fraud and the wrong focus for knowledge workers The fact that effectiveness always and everywhere trumps efficiency The First Law of Pricing: All value is subjective The Second Law of Pricing: All prices are contextual The Morality of Markets: Doing well and doing good Why your organization - and you - need to be driven by a higher purpose than profit The Soul of Enterprise will inspire and challenge readers to unlock the enormous financial and competitive power hidden in the intellectual capital of their organizations and knowledge workers."

Can't Even

Design Your Business to Run Itself

Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

Inspiring Life and Business Lessons from Entrepreneurs and Startups around the World

Get Different

The Entrepreneur Equation