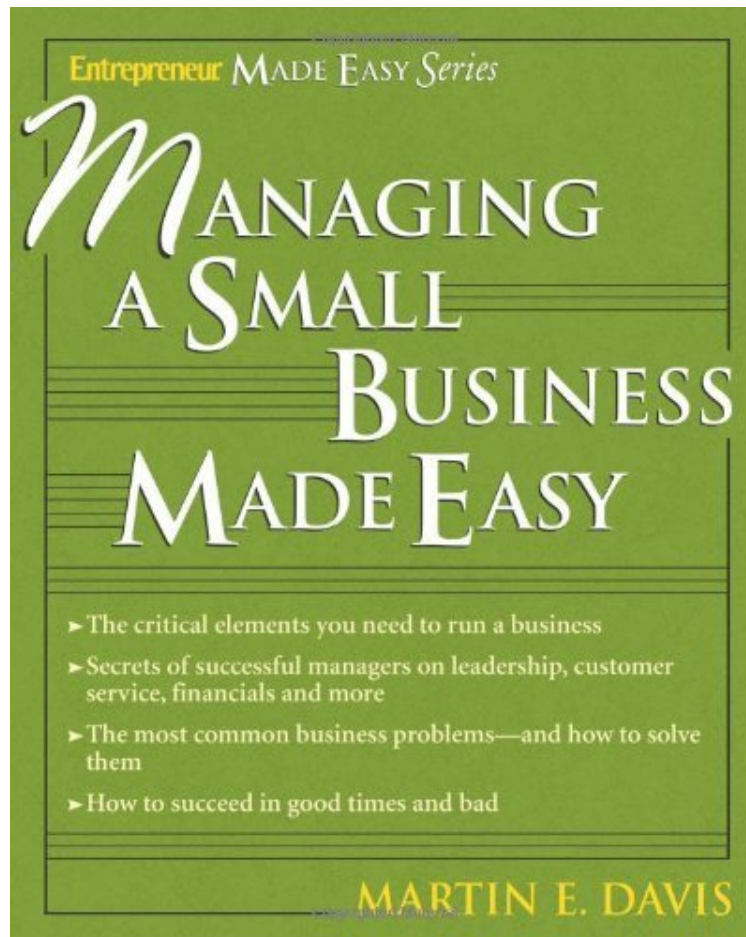


(Ebook free) Managing a Small Business Made Easy

Managing a Small Business Made Easy

Martin Davis

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Martin Davis : Managing a Small Business Made Easy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing a Small Business Made Easy:

0 of 0 people found the following review helpful. DisappointingBy Kevin DevineThis book disappoints in many ways. Here are a few of them.1. The layout of the book is amateurish. Unfortunately, while the author has many important things to say, he thinks that nearly everything is really, really important, and so he constantly uses italics and bold to emphasize his points, not realizing, I suppose, that when everything is highlighted, nothing stands out.2. The book is not well organized. I suspect the author started with the chapter headings, and then filled in the text. But in several chapters the text has little to do with the topic at hand.3. The purpose and audience of the book is not clear to me. Some chapters are very elementary, others are much more complex. The author makes the mistake of thinking he can explain double-entry bookkeeping in a few pages, which I know from experience is a losing proposition. Other sections are quite superficial. For example, the chapter on Advertising and Promotion isn't much more than a laundry-list of suggestions.4. I thought the business plan example in the Appendix was weak. Let's put it this way - I wouldn't invest my money based on this plan! Things I did like: There is a lot of real world experience reflected here, it is just

too hard to find the diamond in the rough. I did like that he emphasizes the importance of coordinating with insurance agents, attorneys, bankers and accountants. But the author should have taken his own advice and hired an expert (in this case, an editor), to polish the book before it was published. In summary: I would not recommend this book to budding entrepreneurs. There are other, more focused and better written books, that cover the same territory. 0 of 1 people found the following review helpful. SMMGR By SM MGR This book is very well written. Lots of good information to assist the start-up company and/or potential new business owner. If someone is contemplating starting a business and they don't have time to attend a week long seminar on "How to Start a Business" put on by the Small Business Association, this is a very informative book. The book covers everything in the SBA Seminar. Mr. Davis draws nicely from his personal experience which lends additional interest to his subject.

Expert guidance on managing your business for maximum profit This book examines the elements critical to running a business, picking up where the bestselling Start Your Own Business leaves off, with tips on leadership, customer service, financials, and more. It includes lessons from seasoned businesspeople experienced in the situations new entrepreneurs face daily.

Provides valuable information for aspiring entrepreneurs who seek small-business success. Supports the growth and prosperity of the American economy. -- W. Kenneth Yancey, executive director of SCORE From the Back Cover The Critical Elements to Success Yours: you've opened your business. Now, you have to run it—and there's nothing easy about running a business. But with the professional advice of business owner and small-business counselor Martin Davis along with his fellow counselors and clients who have seen and done it all, managing your new business will be a breeze. Davis offers expert guidance on all the essential elements you need to be successful, including: • Human resources: finding, hiring, training and managing the best employees • Customer service: how to identify, attract and keep loyal customers • Advertising and promotion: where to find high-impact opportunities • Finances: raising money with credit, partnerships, stock offerings and more • Advisors: from CPAs to attorneys to insurance brokers, how to get the best people on your team • And all the other critical details that can make or break a business! About the Author Martin E. Davis, CPA is a former small business owner and a SCORE registered management counselor to small business clients.