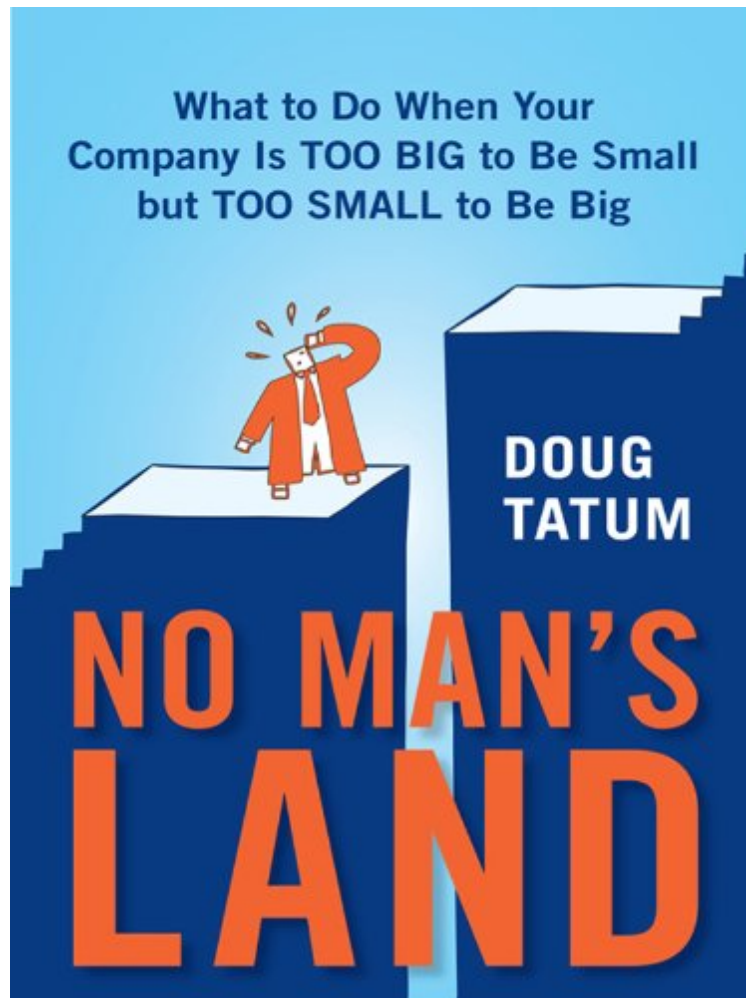


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No Man's Land: Where Growing Companies Fail

Doug Tatum

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important to those who are trusted advisors to small company CEO's.

If starting a company is difficult, leading a company once the business has caught fire is infinitely more so. Thousands of startups each year approach the dangerous transition that Doug Tatum calls No Man's Land when they are too big to be considered small but still too small to be considered big. Tatum offers the navigational rules these companies need, and valuable case studies of emerging growth businesses that succeeded or failed during No Man's Land.

From Publishers Weekly Financial and tech consultant Tatum's excellent guide brings fresh insight that will help fast-growing companies navigate the fatal trap of no man's land, a perilous zone where they have outgrown the habits and practices that fueled their early growth but have not yet adopted new practices and resources to cope with their new situation and challenges. The growth that leads a company into No Man's Land will not lead a company out of it, warns the author. In the adolescent growth stage that kicks in around the 20-employee mark, companies must return to the fundamental promise they offer customers, shifting from intuitive and undisciplined leadership from the founder and low wages and grueling hours for employees to a more efficient and scalable system. Often, this transition requires a new set of leaders with experience at large companies and a different financial structure. Tatum's potent guide communicates the key ideas vividly with engaging stories and evocative writing, and will help leaders identify and survive a key phase in a company's growth. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. This is a really important book. Doug Tatum knows more about the subject, and has thought more deeply about it, than anyone else on the face of the earth. His book provides a ton of useful information for entrepreneurs who are in the middle of No Mans Land, approaching it, or just wondering about it. Bo Burlingham editor at large, "Inc." magazine, and author, "Small Giants" This book has renewed my faith that the end-game is worth the challenging journey. Ill re- read and reference "No Mans Land" like I do "Good to Great," Skeeter McCorkle, president, McCorkle Nurseries This is a really important book. Doug Tatum knows more about the subject, and has thought more deeply about it, than anyone else on the face of the earth. His book provides a ton of useful information for entrepreneurs who are in the middle of No Mans Land, approaching it, or just wondering about it. Bo Burlingham editor at large, "Inc." magazine, and author, "Small Giants" This book has renewed my faith that the end-game is worth the challenging journey. Ill re- read and reference "No Mans Land" like I do "Good to Great". Skeeter McCorkle, president, McCorkle Nurseries "This is a really important book. Doug Tatum knows more about the subject, and has thought more deeply about it, than anyone else on the face of the earth. His book provides a ton of useful information for entrepreneurs who are in the middle of No Man's Land, approaching it, or just wondering about it." - Bo Burlingham editor at large, "Inc." magazine, and author, "Small Giants" "This book has renewed my faith that the end-game is worth the challenging journey. I'll re- read and reference "No Man's Land" like I do "Good to Great," - Skeeter McCorkle, president, McCorkle Nurseries a Somewhere between small and big is a place where many companies get lost. Welcome to No Man's Land. Few firms make it to the other side. But it doesn't have to be that way. aa "Inc. Magazine" a This is a "really important" book. Doug Tatum knows more about the subject than anyone else on earth. He's also lived through No Man's Land in his own company which sets him apart from most others who have written about the passage from small to big. His book provides a ton of useful information for entrepreneurs. a Bo Burlingham, author of "Small Giants" a This smart book communicates its key ideas vividly with great company stories and evocative writing. a "Strategy + Business" a An excellent guide for surviving business adolescence. a "St. Louis Post-Dispatch" ? Somewhere between small and big is a place where many companies get lost. Welcome to No Man's Land. Few firms make it to the other side. But it doesn't have to be that way. ?? "Inc. Magazine" ? This is a "really important" book. Doug Tatum knows more about the subject than anyone else on earth. He's also lived through No Man's Land in his own company which sets him apart from most others who have written about the passage from small to big. His book provides a ton of useful information for entrepreneurs. ? Bo Burlingham, author of "Small Giants" ? This smart book communicates its key ideas vividly with great company stories and evocative writing. ? ? "Strategy + Business" ? An excellent guide for surviving business adolescence. ? ? "St. Louis Post-Dispatch" About the Author Doug Tatum ; is the author of No Man's Land: Where Growing Companies Fail. nbsp;