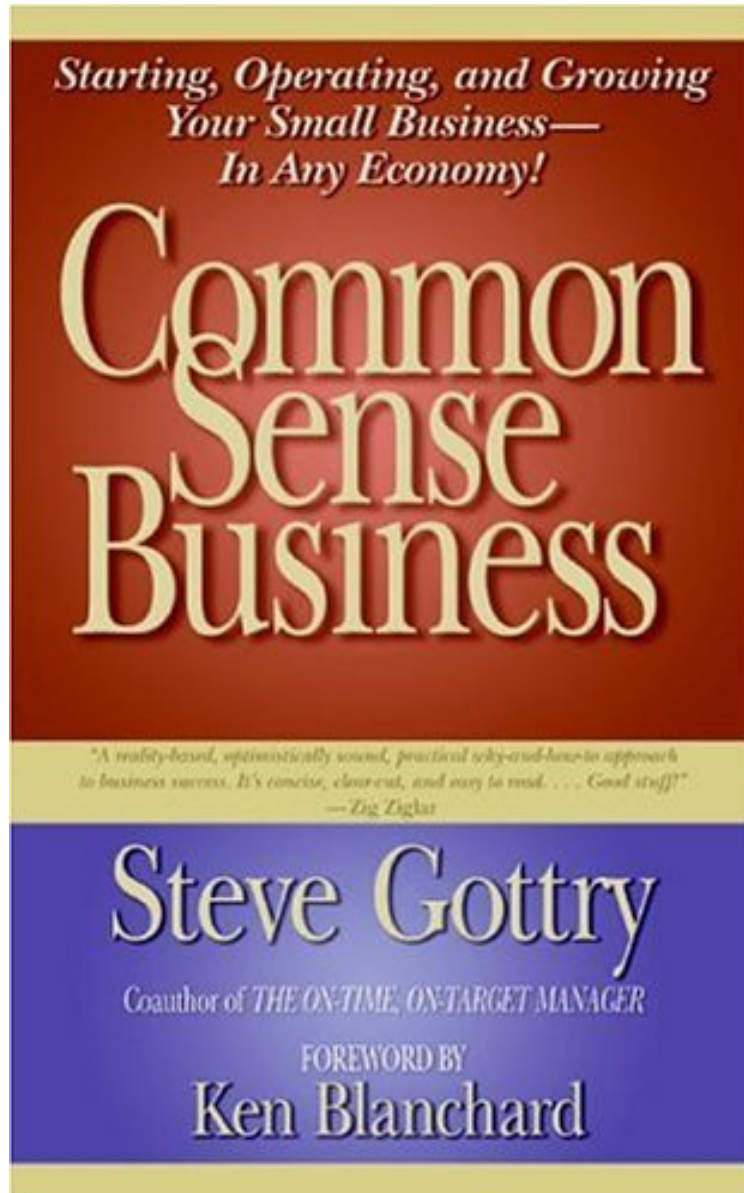


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Common Sense Business: Managing Your Small Company

Steve Gottry

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Do you own or plan to own a small business? Do you work for a small business and desire to better understand your boss? Do you know someone who owns a business and wants to be stronger, more focused, and more successful? This is the book for you. The truth is that many business books offer a lot of wonderful sounding theories, but they have little practical application in the real world of small business. Common Sense Business is full of life-and-death ideas. Follow Steve Gottry's advice and your business will live and thrive. Ignore it and your business could founder or die. Benefit from Gottry's experience as an entrepreneur who grew a hugely successful media agency, experienced a harrowing business failure, then rebounded with a new business and a fresh start on life. Common Sense Business tells you how to succeed throughout every phase of the small business life cycle -- from starting to operating, growing, and even closing down a business. No matter the state of the economy or the maturity of your business, you will find winning solutions to the questions and situations you face every day. Steve Gottry will help you understand yourself; your employees, customers, and vendors; and how people come together to form a successful business. You will learn how to maximize your business's assets and how to ward off those threats that could eat away at your resources and peace of mind, including debt, sloppiness, addiction, and fear. Warm, honest, funny, and factual, entrepreneur Steve Gottry tells the whole truth about successfully managing a business through good times and bad.

From Publishers Weekly Joining the unofficial club of marketing communications experts who write books after years of running their own business, Gottry- coauthor of The On-Time, On-Target Manager- presents a practical, confessional volume of advice for small business management. The twist: readers can learn from mistakes Gottry made running his Minneapolis-based ad agency and video production firm, which failed spectacularly after a 22-year run. (He now heads another business, a "content creation" company called Priority Multimedia Group.) Gottry's analysis of his earlier failure, against the backdrop of what he did right when founding and building his business, distinguishes this volume from the pack. In clear, direct prose with an inspirational tone, Gottry's advice is as well organized as it is well intended. From implementation to growth, to preservation and evolution, to downsizing, he includes specific how-to's, which explain, for example, ways to prioritize bills for payment when cash is tight (e.g. pay the lawyers last). But as he periodically revisits his big fall from grace, he dwells a bit too longingly on his personal losses (the 'corporate' Mercedes, boat and plane). Though the occasional preachy sermon against bigotry and materialism also distracts from his practical advice, Gottry still effectively communicates his main message: watch your receivables, not the instrument panels that guide your expensive toys. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist In 1993 Gottry's award-winning advertising company was on a roll, when suddenly clients started falling away in droves. As his professional and personal life crumbled around him, his business failed--but rather than declare bankruptcy, Gottry worked for eight years to pay back his debts. The lessons he learned were formulated into the basis of this book, which can help the small-business owner set his or her priorities and avoid the pitfalls that many young entrepreneurs make. Gottry guides the reader through the six stages of the small-business "life cycle," from dreaming and planning through the practical stages of implementation and growth. He advises on how to capitalize on your own personal strengths in relation to employees, customers, and vendors. He also shows how to structure your day, remain sane, and keep your business alive without drowning in it and becoming a workaholic. There are lots of books on starting a business out there, but few that are this concise and straightforward. David Siegfried Copyright copy; American Library Association. All rights reserved. "This is essential information for anyone who dreams of starting his or her own business--and staying in business. "Idquo;