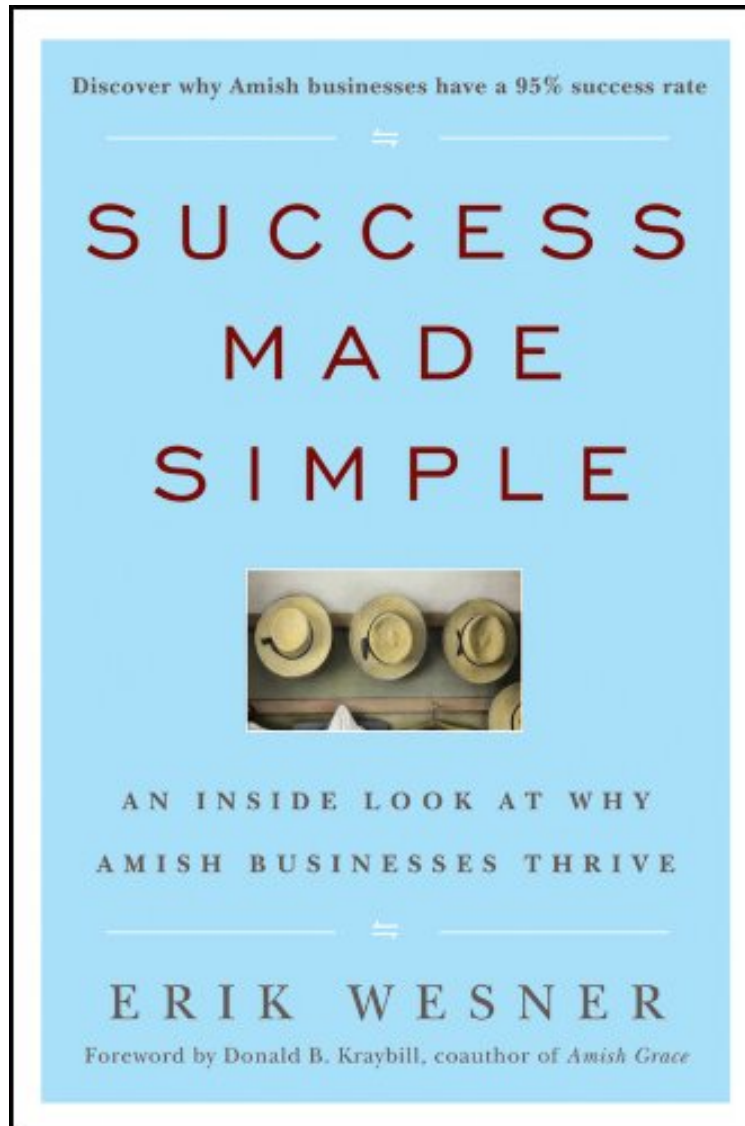


Success Made Simple: An Inside Look at Why Amish Businesses Thrive

Erik Wesner

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Erik Wesner : Success Made Simple: An Inside Look at Why Amish Businesses Thrive before purchasing it in order to gage whether or not it would be worth my time, and all praised Success Made Simple: An Inside Look at Why Amish Businesses Thrive:

1 of 1 people found the following review helpful. ExcellentBy Doug McCartneyI read it cover to cover and discovered reinforcement for personal values in the Amish beliefs. The message also makes sense for our depressed economic conditions and I've over-heard and have had discussions about the Amish with friends and co-workers. This book

provides insights into the Amish core beliefs. I hope there's continued interest in them when we're all moving forward rapidly again. The text is written from a neutral viewpoint, the chapters are organized with each having a logical purpose, and there's a final description of the methodology used to collect the information. There's neither repetition or lecturing, just good ethnography practices. I was raised in an Amish style home in western PA but have not been a part of the Amish community. This book illustrated for me where my fundamental beliefs come from.²⁷ of 28 people found the following review helpful. What I learned from Success Made Simple By Joshua Crews Things about business I learned from this book 1. Low personal expenses. It's easy to bootstrap a business without debt when your life is simple; you have few gadgets; and your entertainment is family, games and visiting friends. 2. A fear of God. This persuades away from idleness, and into productivity and investing in the good of others. 3. A commitment to excellent craftsmanship. It glorifies God to make a thing well. That alone motivates quality and a reputation for quality and service that can command premium prices. 4. God, family, community before business. Business is used to fulfill your calling to God, to family and to community. The American mantra assumes that business success is THE goal. The Amish don't see it that way. The book is well written because Erik gets out of the way and let's the Amish speak for themselves. 0 of 0 people found the following review helpful. Delightful reading - Impactful analysis By Leonard D Nelson In the spirit of his Amish subjects, Mr. Erik Jan Wesner has produced a well-planned, well-executed, thorough analysis of the unparalleled success of Amish businesses -- one of which is how such success should be measured. In terms of survival rate of new enterprises, it is quite remarkable. I graduated from a top 25 business school that today costs students over \$100,000... and when you examine the survival rate of startups by graduates of such institutions, they are trounced by the Amish. Of course, there are other ways to measure success - which Mr. Wesner details in the book. This book will certainly provide a different perspective than the typical title in this genre, and provide a firm reminder that limitations and commitments can become our greatest strengths. There are a lot of ups and downs in life. Bad economic times, uncertainty, opportunities, failures... I personally believe that the mark of greatness is consistency. So if you are serious about business, family, personal, and community success, why not study those who have achieved it consistently? Family-after-family, community-after-community, year-after-year.

The keys to better business from a thriving group of business owners-the Amish Business can be discouraging. According to US Department of Labor figures, only 44 percent of newly-opened firms will last four years. Amish firms, on the other hand, have registered a 95% survival rate over a five-year period. And in many cases, those businesses do remarkably well-as Donald Kraybill writes: "the phrase 'Amish millionaire' is no longer an oxymoron." Success Made Simple is the first practical book of Amish business success principles for the non-Amish reader. The work provides a platform of transferable principles--simple and universal enough to be applied in the non-Amish world, in a wide variety of business and management settings. Learn how to develop profitable and fulfilling enterprises as Amish explain how to build fruitful relationships with customers and employees, prosper by playing to strengths, and create an effective marketing story Includes interviews with over 50 Amish business owners outline the role of relationships in business and the importance of the big picture-taking in long-term goals, the welfare of others, and personal integrity Offers ideas on practical application of Amish business practices to non-Amish businesses, with bullet summaries at the end of each chapter reviewing the most important take-away points With a focus on relationship-building and the big picture, Success Made Simple offers business owners everywhere the tools for better, smarter, more successful enterprises.

"I loved Wesner's comment that the Amish 'don't need an M.B.A. to run an effective business....There's life in commerce for those more dedicated to the Golden Rule than the Golden calf.' Nonprofit managers and employees would do well to take the lessons of personal responsibility, hard work, and a cheerful attitude to heart. After all, they really do engage in work that matters."—About.com, April 11, 2010 "Erik Wesner's new book, 'Success Made Simple: An Inside Look at Why Amish Businesses Thrive,' might have been titled 'How to Succeed in Business Without Really Being Amish.' This fascinating and engagingly written book spells out the principles that guide Amish business owners, based on interviews with 60 Amish CEOs employing about 400 people in various enterprises."—LancasterOnline.com, April 10, 2010 "How can a people whose preferred mode of transportation is a horse and buggy do so well in the modern marketplace? That question intrigued Erik Wesner, a former sales manager. His exploration of the Amish approach to business can be found in his fascinating book Success Made Simple: An Inside Look at Why Amish Businesses Thrive. Despite the group's insular nature, Wesner was able to live and work among its members for three years. 'We're not going to become Amish,' he says, 'but I think some of the cultural values that the Amish display consistently are things that non-Amish people can adopt and incorporate.'"—Time magazine, April 8, 2010 Articles, excerpts, slideshows, and mentions with the author also from:—MSNBC Live with David Shuster, April 2, 2010—Slideshow, FastCompany.com, April 1, 2010—Michael Dresser, Business Talk Radio, March 23, 2010—QA, The New York Post, March 22, 2010 From the Inside Flap The keys to better business from Amish business owners Business can be discouraging. According to United States Small Business Administration figures, only half of newly opened companies will last five

years. That is, unless you're Amish; then there's a ninety-five percent chance your business will still be open. And in many cases, doing remarkably well, as noted scholar Donald Kraybill writes: "The phrase 'Amish millionaire' is no longer an oxymoron." *Success Made Simple* is the first practical book of Amish business success principles for the non-Amish reader. Written by Erik Wesner, a noted expert on the Amish, the book includes a wealth of transferable principles that are as straightforward to apply as they are universal in scope. Based on in-depth access gained while working, living, and researching in Amish communities across the nation, as well as on interviews with more than fifty Amish business owners, the book offers a fascinating look at reasons for the remarkable success of Amish businesspeople. *Success Made Simple* reveals how, with only an eighth-grade education, these thriving businesspeople choose and manage employees, acquire skills and know-how, get and keep customers, and lead their organizations to lasting success. The common threads woven throughout their experiences stress the vital importance of cultivating strong relationships (with employees, customers, other business owners), creating long-term goals, taking the welfare of others into account, and maintaining personal integrity. Wesner makes the lessons of Amish business easy to absorb by distilling essential take-away ideas in a ten-point summary at the end of each chapter. With a focus on relationship building and the big picture, *Success Made Simple* offers business owners everywhere the time-tested tools for better, smarter, and more successful enterprises.

From the Back Cover

Praise for *Success Made Simple*

"*Success Made Simple* is a gift to business leaders everywhere; a brilliantly written, tantalizing story of practical success, homespun charm, and unexpected delight! A must-read for organizations looking to restore America's enduring and sometimes forgotten values to their rightful place." — Dan J. Sanders, CEO, United Supermarkets, and author, *Built to Serve*

"Recent high-profile business disasters have reminded us that intellect and even competence are not the essential ingredients for business success. *Success Made Simple* captures the soul of Amish business and reveals how character, faithful relationships, and a commitment to the greater good of community lead to 'uncommon' success." — Dan Miller, author, *48 Days to the Work You Love*

"In *Success Made Simple*, Amish entrepreneurs show that a focus on relationships and service builds thriving businesses. This is an intriguing look at an uncommon business community!" — Tony Hsieh, CEO, Zappos.com

"I urge you to let the Amish entrepreneurs show you the amazing power of putting simple ideas into practice. This book will take you up several notches in overcoming obstacles, motivating employees, and winning — and keeping — customers." — Martin Fridson, CEO, Fridson Investment Advisors, and author, *How to Be a Billionaire*

"As simple as possible, but not one bit simpler. Erik Wesner perfectly captures the essence of success — the Amish case yields valuable lessons for us all: business is a vehicle for something more important, and you can't do it all on your own." — Chris Adams, CEO, Division 17, Southwestern/Great American, Inc.

"Erik Wesner shows that success has many more dimensions than numerical growth. *Success Made Simple* is a valuable read not just for mainstream American business people but also for the Amish." — Benue Riehl, Amish father and business owner