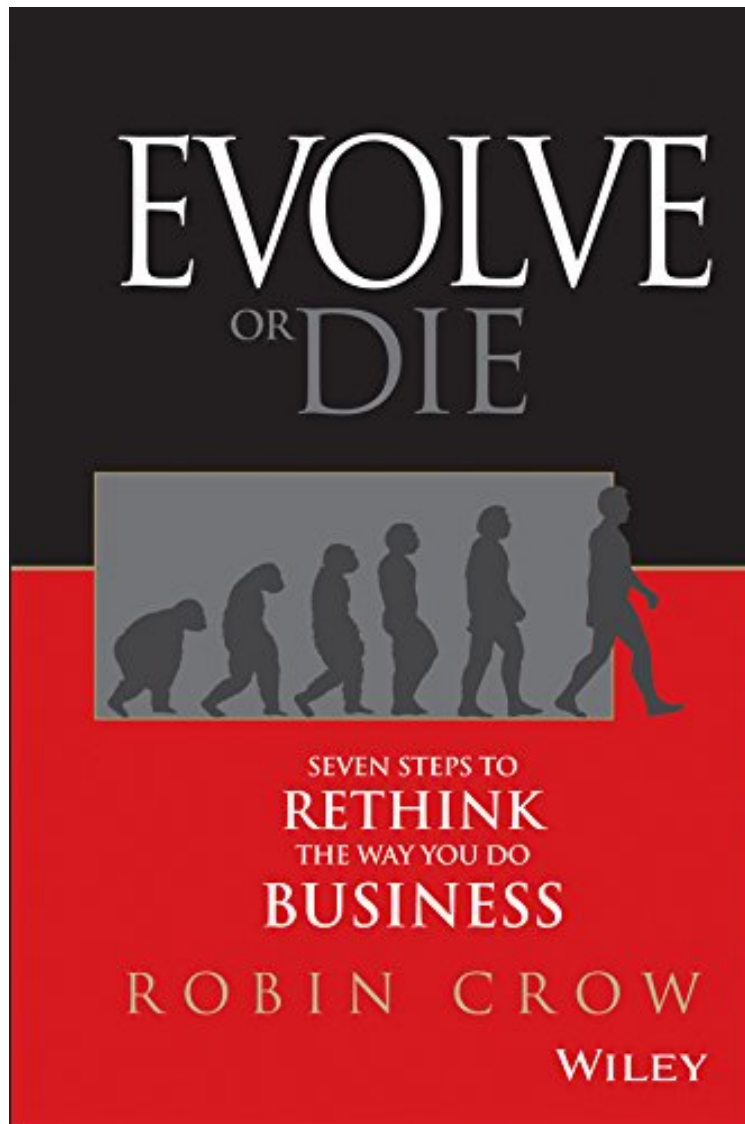


Evolve or Die: Seven Steps to Rethink the Way You Do Business

Robin Crow

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Robin Crow : Evolve or Die: Seven Steps to Rethink the Way You Do Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Evolve or Die: Seven Steps to Rethink the Way You Do Business:

0 of 0 people found the following review helpful. Loved the book. By Beverly Laing You can sign up for Robin's daily emails...great quotes daily! Love getting these as it sets me in the mood to go out and conquer the day! 1 of 1 people found the following review helpful. Evolve or Die By Rolf Dobelli This book is entrepreneur and musician Robin Crow's cry for action from the American people. He warns that "overpopulation, diminishing natural resources,"

increasing energy needs and "environmental damage" threaten the American way of life and of business. He cautions that the disaster train is chugging around the bend while Americans are playing on the tracks. Acknowledgement of and adaptation to tomorrow's harsh realities is the only way to survive and succeed. Unfortunately, Crow doesn't duplicate his passion for the issues by offering an in-depth, germane plan of action. His "seven-step challenge" is a bit broad for practical application, although he uses sound examples and shares engaging personal stories. getAbstract recommends putting down your bottled water, turning off the latest reality show and reading this much needed wake-up call. His outline gives you a starting point. You'll figure out what to do. 1 of 1 people found the following review helpful. I found this book a bit of a mess

By Jeff Bennett There are certainly some valid points and advice in this book. And, I would suggest the world is pretty quickly headed towards some real potentially catastrophic issues. I just don't think this changing someone's business approach is enough to make the kind of differences. Mixing Exceeding your Customers Expectations advice mixed in with Peak Oil and Global Warming just didn't make it for me. I like the adjustments Crow was able to make after busting out as a musician. And it sure sounds nice on a big spa like 20 acre Ranch with world class musicians recording their next hits and riding horses. A good business model, maybe and surely for the way it worked out for him. A plan to save humanity? Not so much.

Bring positive change and attain the highest levels of success Robin Crow has years of experience working in the trenches as an entrepreneur and business owner. Now he has put all that work at your disposal with his unique Seven Step Challenge. Presented as a call to action, *Evolve or Die* delivers optimistic solutions to become better than you were yesterday and realize abundance at every level for personal and professional growth. The method teaches Exceed expectations Gets things done 100% accountability Commit to continual improvement Boundless optimism Environmental responsibility Make a difference Whether you're the CEO or cleaning the CEO's office, by following the author's program you'll be able to regain control, refocus, and bring positive change to attain the highest levels of success.

From the Inside Flap With environmental problems, resource shortages, financial uncertainty, and global hyper competition in full swing, it's a big scary world out there. And your business is going to have to change in order to survive. There is simply no more room for "business as usual." *Evolve or Die* shows how businesses that adapt the fastest are the ones that succeed the most. If you're ready, this book presents a series of practical, proven real-world tools and techniques to start changing your business now to successfully meet current and future challenges. Not afraid to take on major issues, *Evolve or Die* proves that these problems are actually huge opportunities. You'll find both inspiration and concrete examples as author and entrepreneur Robin Crow reveals how many "sustainable" practices are really just good business practices. Crow built his company, Dark Horse Recording, from the ground up and has set the gold standard for customer service and excellence in recording; it is home to Taylor Swift, Ashley Judd, Neil Diamond, Tim McGraw, and others. The lessons he imparts are both hard-won and proven, drawn from his own path to success. *Evolve or Die* lays out a clear road map to ensure your business thrives as the twenty-first century kicks into high gear. You'll find seven steps enabling you to: Create a business that is always one step ahead of the competition Build an accountability matrix throughout your organization Reinvigorate your business by thinking multi-dimensionally Achieve new ways of increasing the efficiency of your business Combine people, planet, and profit for a triple bottom line Your future successes will be in direct proportion to how you adapt to and anticipate change. Filled with optimistic yet practical solutions and helpful tools, *Evolve or Die* empowers you to hone your competitive edge and realize existing abundance in your personal and professional life. So unless you want your business to go the way of the dinosaur, it's time to *Evolve or Die*.

From the Back Cover Praise for *Evolve or Die* "Evolve or Die gives a startling account of how global issues are affecting your business. This dramatic call to action should be required reading for not only college students, but administrators and corporate executives who are all facing the challenge of a rapidly changing economy." —Donald W. Cameron, President, Guilford Technical Community College

"Essential reading . . . *Evolve or Die* dares to take on the complexities of the twenty-first century and the direct effect they have on the future of your business." —John Assaraf, CEO, OneCoach, and author of *The Answer and Having It All* "You will never again see your business in the same light. *Evolve or Die* examines the global challenges that are effecting every person on the planet and the future of commerce in the twenty-first century." —Geoff Hammond, CEO, CSI International Inc. "It's inspiring to see Robin Crow tackling the big issues, daring himself and others to create businesses that are more efficient and more evolved. This timeless source of information will help you grow your business while encouraging environmental sustainability at the same time. A perfect book for the twenty-first century businessperson!" —Dr. Nido Qubein, President, High Point University, and ???Chairman, Great Harvest Bread Co.

About the Author Robin Crow is an author, speaker, entrepreneur, and one of the world's most innovative guitarists. Robin presents to audiences of thousands throughout the world with his unique blend of speaking and musical performance. With a remarkable career as a national recording artist and entrepreneur, Robin has given over 2,000 presentations, published two books, and has appeared on hundreds of television programs. Visit Robin

online at robincrow.com.