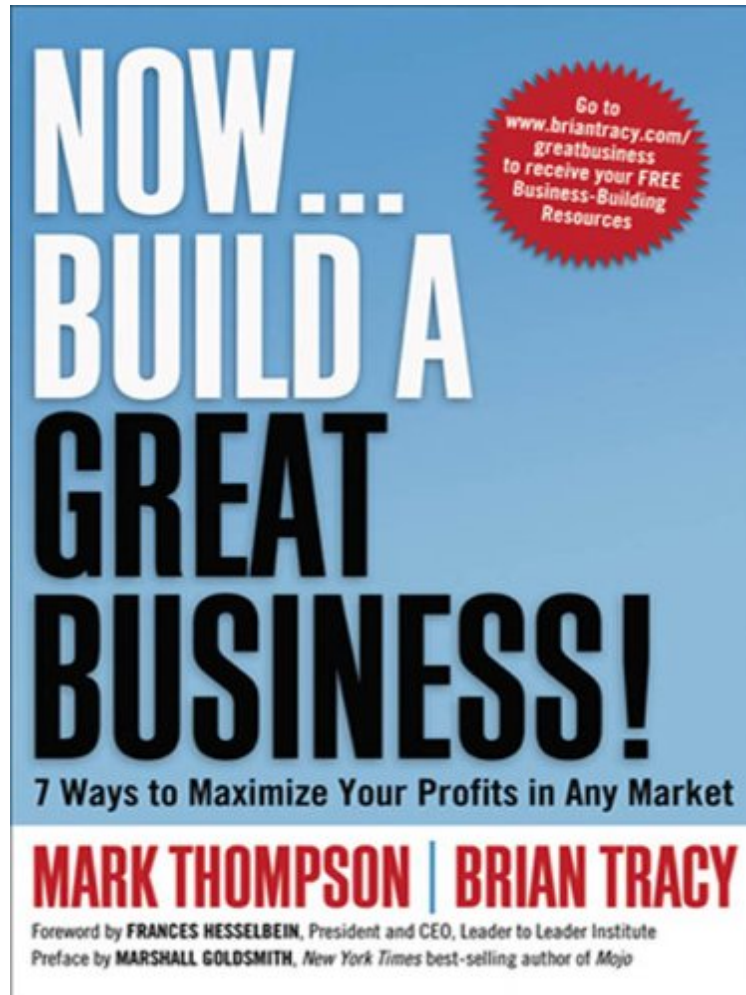


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Now, Build a Great Business!: 7 Ways to Maximize Your Profits in Any Market

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Brian Tracy, Mark Thompson : Now, Build a Great Business!: 7 Ways to Maximize Your Profits in Any Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised Now, Build a Great Business!: 7 Ways to Maximize Your Profits in Any Market:

0 of 0 people found the following review helpful. Strategically written, very thoughtful book to improve your business. By Kenneth Calhoun "Build a Great Business" provides a very useful roadmap to help business owners and managers make strategic choices designed to help improve and reinvent business. What's most useful about this book was the perspective that Brian Tracy and Mark Thompson provide, in which actions are most important to build a more competitive, successful business. Think of it like a strategic planning strategy by two of the best in the business -- if I were still a management consultant, I'd have my executive teams read this book, then Rate themselves on

implementation for all the various concepts covered. Developing a more competitive, intensely customer-focused business is everyone's objective; this book does an excellent job of "painting the picture" of what's needed, to build a great business. Going beyond the basics, the systems integration focus and targeted strategies that Brian and Mark provide makes for a uniquely valuable book, and I recommend it highly. It's a great checklist for self-evaluation, and provides a well-reasoned approach that businesses can model, for improved outcomes and results. Thanks!

To success, Ken Calhoun of 0 people found the following review helpful. Amazing and Action packed read with things that work!

By Stephen D. Rodgers I read books, attend business conferences and surround myself with wonderfully positive and powerful people who help guide and lead me in many ways! I have been growing, learning and leading my entire life. This book packs much of what I have learned and implemented in my business life in the first few chapters. And when I was done reading it the only regret I had is I did not have this Gem of a book years ago. I would have cut years off some of the learning curves needed to gain my business rhythm and success. Get this book you will accelerate your own success 10 fold! Enjoy!

Steve Rodgers President/Owner large residential real estate company San Diego

1 of 1 people found the following review helpful. Fantastic!

By Marshall Goldsmith Sensible and to the point, Mark Thompson and Brian Tracy deliver the secrets to building a great business in their new book. I am inspired by the examples of great business leaders and love the "practice it yourself" checklists, exercises, and incredibly succinct "how-tos" that can be found all throughout the pages of this book. I recommend it to all those wanting to build a great business and to all those who want to make a great business even greater!

No matter what industry yoursquo;re in or what economic conditions you are facing, you can still build a phenomenally successful business. Bestselling business authority Mark Thompson and international success expert Brian Tracy have joined forces on a revolutionary book whose ideas are as inspiring and thought-provoking as they are accessible practicalmdash;and proven to deliver results. Now, *Build a Great Business!* reveals a series of seven powerful principles that will change your business for the better. This fast-moving and engaging book explains how to:

- Become a great leadermdash;get superior results from everyone around you.
- Attract and keep great peoplemdash;build peak-performing teams.
- Develop a great business planmdash;structure your business to maximize every resource.
- Offer a great product or servicemdash;identify exactly what your market needs.
- Deliver superior customer servicemdash;make service your key competitive advantage.
- Create a great marketing planmdash;position your business as the preeminent provider.
- Perfect your sales processmdash;motivate customers to buy again and again.

Complete with examples of businesses of all kinds that are applying these methods to achieve remarkable profits in today's economy, *Now, Build a Great Business!* shows that when you do what the most successful companies do, you too can get extraordinary results.

From Publishers Weekly Thompson (*Success Built to Last*) and Tracy (*No Excuses!*) offer easy, tried-and-true ways to think about and plan organizational growth, especially in tough economic times. In seven steps (with a chapter devoted to each), the authors identify sustainable strategies for attracting customers and recruiting better leaders. They share seven simple questions that leaders ask themselves and provide helpful checklist exercises on a variety of key topics including creating a great business plan, designing an effective marketing plan, and creating a good customer experience. In addition, they explore how to perfect the sales process, and their chapter on recruiting and motivating employees offers valuable advice on a tired subject--utilize the "SWAN formula" (hire candidates who are Smart, Work hard, are Ambitious, and are Nice, positive people); establish expectations; and manage by objectives. While much of what's covered is simple and straightforward, readers will find the practical aspects and clear organization of this book particularly useful. (Nov.) (c) Copyright copy; PWxyz, LLC. All rights reserved. Idquo;Thompson and Tracy offer easy, tried-and-true ways to think about and plan organizational growth, especially in tough economic times...valuable advicehellip;rdquo; --Publishers Weekly ".wealth of business and success savvy is presented concisely and with motivation to sparehellip;perfect resource for helping you." --New Age Retailer Idquo;hellip;everything necessary to not only build a successful business but also to build a successful division of a companyhellip;rdquo; --Solve Anything with Dr Mark/ Tribune Media Services "hellip;takes much of the negative connotation out of the word 'salesperson,' and he brings integrity, pride, and a results-based system to selling.rdquo; --Professional Photographer magazine From the Inside Flap Donrsquo;t be daunted by a challenging economy and fierce competition. Even in the toughest environment, innovative, highly profitable businesses abound. And yours can be one of them with *Now, Build a Great Business!* This essential success kit from business heavyweights and acclaimed authors Mark Thompson and Brian Tracy is filled with straightforward, powerful strategies to ignite growth in your business. Packed with insights from face-to-face interviews with world-class business leaders (Tony Hsieh of Zappos, Virgin Brandsrsquo; Richard Branson, Ingvar Kamprad of IKEA, Charles Schwab, and many others), this book distills a wealth of ideas and practices to uncover the core ingredients of successful organizations. Step-by-step instructions and a compelling big-picture overview show you exactly how to:

- Become a great leader mdash; and get extraordinary results from everyone around you
- Develop a great business plan mdash; and structure your company to maximize every resource
- Surround yourself with great people who are motivated to give their best

• Offer a great product or service • identifying exactly what your market needs • Design a great marketing plan • and position your business as the preeminent provider • And much more! You'll find no theory here—just practical steps you can take immediately, with simple explanations of exactly how to measure how well you're doing at each step along the way. The clear-cut strategies, inspiring examples, personal interviews, and enlightening lessons from history that come together here create one of the most important business books you'll ever put your hands on. So while your competitors duck and cover—cutting costs and slashing personnel—it's wise to remember that some of the savviest leaders and most successful companies operated in economic downturns and all-out busts. The time is ripe for turning your business into a thriving, great company that people want to do business with over and over again. Mark Thompson, coauthor of the bestseller *Success Built to Last*, is a serial entrepreneur who sold his last company for \$100 million and today coaches executives on how to lead growth companies. He is a venture investor who *Forbes* noted for having the "Midas touch." He was Chief Customer Experience Officer at Schwab, reporting directly to founder Charles Schwab, and is a former director of many firms, including Best Buy and Korn Ferry. He is a member of the board of the Leader to Leader Institute, founded by Peter Drucker, and a visiting scholar at Stanford University. Brian Tracy is one of America's leading authorities on the development of human potential and personal effectiveness. In addition to being a remarkably successful entrepreneur, he is a dynamic and inspiring speaker, addressing thousands of people each year in companies such as IBM, Ford, Federal Express, Hewlett Packard, Pepsi, Northwestern Mutual, and hundreds of others worldwide. He is the author of numerous books, including the bestselling *How the Best Leaders Lead* and *Eat That Frog*, and the author/narrator of many popular audiocassette programs.