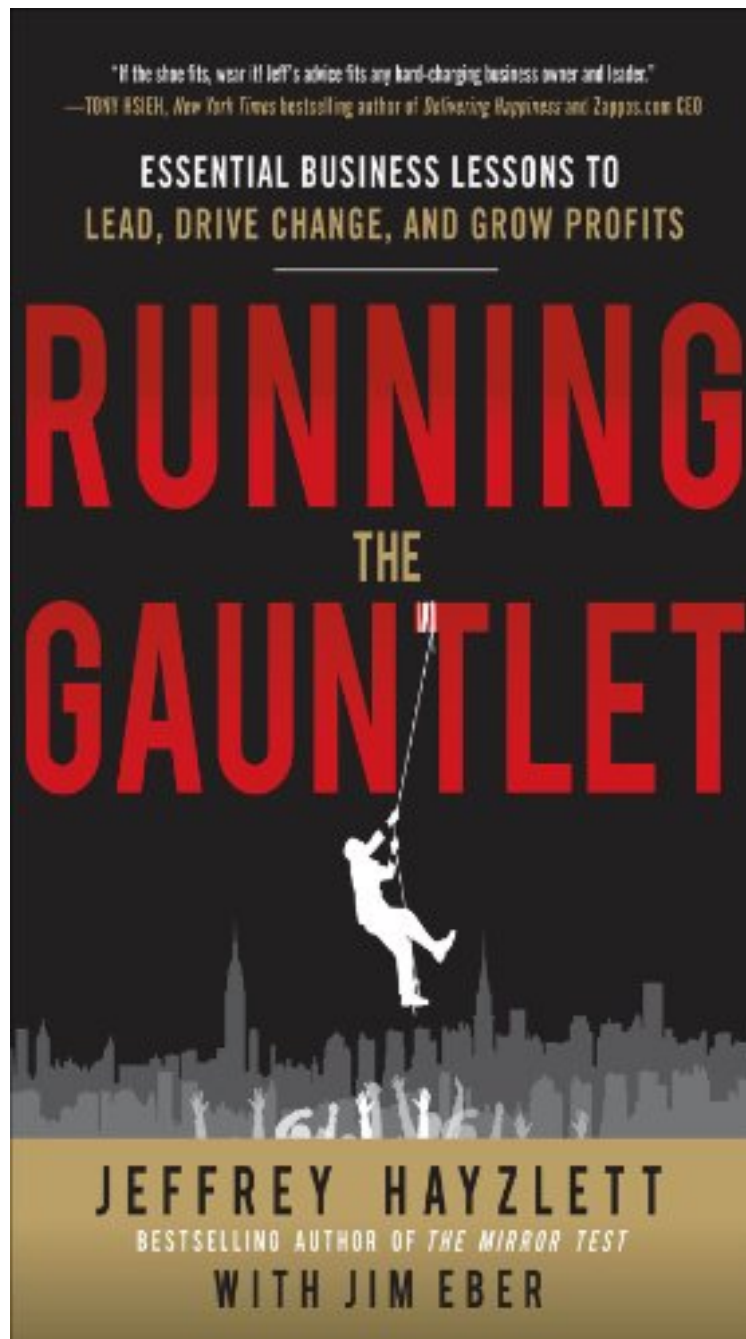


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## Running the Gauntlet: Essential Business Lessons to Lead, Drive Change, and Grow Profits

*Jeffrey W. Hayzlett, Jim Eber*

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**Jeffrey W. Hayzlett, Jim Eber : Running the Gauntlet: Essential Business Lessons to Lead, Drive Change, and Grow Profits** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Running the Gauntlet: Essential Business Lessons to Lead, Drive Change, and Grow Profits*:

1 of 1 people found the following review helpful. Jeff doesn't just walk the walk....By KerrvilleChickIn *Running the Gauntlet*, Jeffrey Hayzlett teaches you, through a variety of fantastic Cowboy and Indian type metaphors, how to talk the talk. Embellishing on themes from his previous book "The Mirror Test," he really drives home the art of common sense in business. Whether it is "trimming the fat" from your company and letting people go on to find jobs they would be better suited for, or reorganizing from within and switching people from a current position to another, he maintains a key theme that unless your team is all on the same side with the same goals, you will be eaten alive. I love the matter-of-fact way he describes his methods as well as making them specific enough to work with small companies and large companies alike. Jeff is not only a great businessman who has become very successful, he is also very aware of the people who learn from his methods and is very grateful to everyone who has crossed paths with him. A favorite part of mine was the "friend-sourcing" sections where he quotes his friends to back up the central themes in the book. I personally look up to Jeff and even with my Small Company of one (me) I use his methods in my day to day work. I will continue to follow Jeffrey through all of his adventures and collaborations and would highly recommend the two books, *The Mirror Test* and *Running the Gauntlet* to anyone in any business as useful guides to keep your revenue streams high and your staff productive.1 of 1 people found the following review helpful. Savvy, practical advice!By CustomerJeff's smart, very smart ... and gives savvy, practical advice. That's obvious as soon as you start reading either of Jeff's books. Not only that, but he also knows how to share good advice in a way that makes it relevant and fun.This isn't the kind of advice you necessarily get from business consultants; on the contrary, it's advice from somebody that's actually fought to make things work. People like Jeff that have put their necks on the line to successfully deliver on their promises to customers, suppliers and colleagues.Jeff gives me what I want in a business book -- sound advice I'll use today, tomorrow and every day after that. That's practical, and productive, And it lets me grow my businessGet Jeff's books and you won't regret it!1 of 1 people found the following review helpful. Facing the challenge every day is brutal but effective. Helps to prioritize.By Fred CochraneJeffrey's approach of facing the gauntlet everyday is right on. Don't give in to just putting in the hours working and avoiding the stress of a new look at your business each and every day. My business involves telecommuting, so you can imagine the thoughts going through my head with Yahoo's statement that it doesn't work! Not just my view, but the questions from my customers as well. (She may be right for Yahoo's current situation, but she's wrong in general. She may be onto a new concept of her corporate nursery though).

Change your ATTITUDE. Change your BUSINESS. Change your FUTURE. What's stopping you from making the changes your business needs to thrive? The most dangerous move in business is the failure to make a move at all. The history of business is filled with companies that are no more because their leaders refused to enact change when the writing was on the wall. Fear. Apathy. Lack of personal responsibility. These simple human flaws can turn a good company into a dead company. The writing on the wall has never been clearer than it is now—and marketing phenomenon Jeffrey Hayzlett is on a mission to make you see it, understand it, and heed it. Today's business environment is so competitive and volatile that you can't afford to be satisfied with business as usual. You must make changes now to compete in the future. Building on the principles and concepts in his first book *The Mirror Test*, Hayzlett takes you on a step-by-step journey to: Develop a "takeover mentality" for your business Summon the vision and courage necessary for driving change Sharpen the mental and emotional toughness to make strategic, lasting change Execute the right changes and deal with any disruptions they might cause Sustain and manage your company's new-found momentum Change is already happening all around you—to products, to organizations, to entire industries. Eventually, it will happen to your company, whether from outside forces or your own initiative. You've always had the ability to institute positive change in your company. Now, with *Running the Gauntlet*, you have the inspiration and knowledge to make it happen and take control of it—instead of letting it control you. Praise for *Running the Gauntlet* "If the shoe fits, wear it! Jeff's advice fits any hard-charging business owner and leader." —Tony Hsieh, New York Times bestselling author of *Delivering Happiness* and CEO, Zappos.com "I've seen a lot of sharks, and Hayzlett's advice comes like a Hammerhead. He can smell blood from a mile away, so when Hayzlett jumps in big waters, some sharks have to jump out." —Daymond John, founder and CEO, FUBU, and star of ABC's business show *Shark Tank* "If Jeff were a wine, it would be strong, sassy, and bold - just like his savvy business advice. This is a wine you want to open again and again." —Gary Vaynerchuk, co-founder, Vaynermedia.com "Running the Gauntlet just played the Trump Card. This book is terrific!" —Ivanka Trump, EVP Trump Organization "It's time someone grabs you (and your business) by the shirt collar and shakes you! Strap on your chaps—business celebrity Jeffrey Hayzlett is going to take you on a rough-and-tumble ride that just might change the life of your business forever. Muster the courage and

buy this book!" —Darren Hardy, Publisher, SUCCESS magazine, and bestselling author of The Compound Effect

About the Author Jeffrey Hayzlett is the author of the bestselling business book *The Mirror Test*, a former Fortune 100 C-Suite Executive, and a leading business expert. Jeffrey has made multiple media appearances on Fox Business, MSNBC's *Your Business*, and NBC's *Celebrity Apprentice* with Donald Trump. From small business to international corporations, he puts his extraordinary entrepreneurial skills and creativity into play, launching ventures blending his leadership perspectives, insights into professional development, mass marketing prowess, and affinity for social media. Jim Eber is a veteran business marketing writer who has worked with many companies and publishing houses. This is his second book with Jeff.