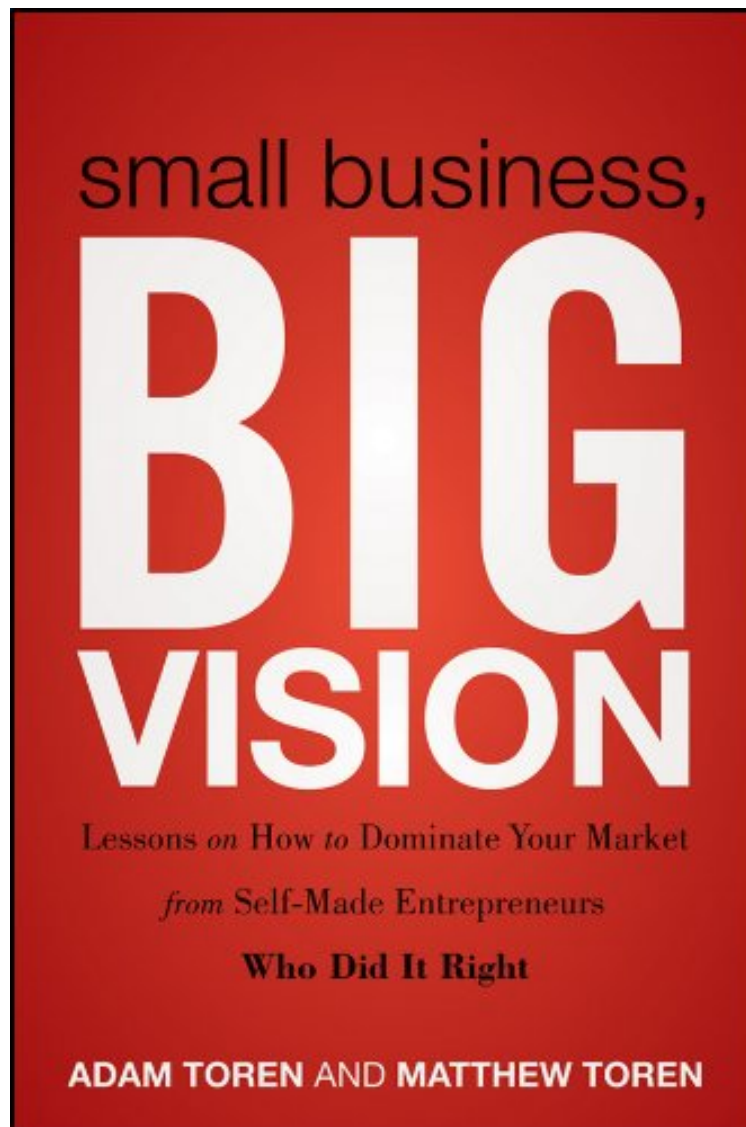


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## **Small Business, Big Vision: Lessons on How to Dominate Your Market from Self-Made Entrepreneurs Who Did it Right**

*Matthew Toren, Adam Toren*  
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**Matthew Toren, Adam Toren : Small Business, Big Vision: Lessons on How to Dominate Your Market from Self-Made Entrepreneurs Who Did it Right** before purchasing it in order to gage whether or not it would be worth my time, and all praised Small Business, Big Vision: Lessons on How to Dominate Your Market from Self-Made Entrepreneurs Who Did it Right:

3 of 3 people found the following review helpful. Every Now and Then a Good One Comes AlongBy Alan E.

Shelton Over the years I have read business books voraciously. And every now and then one comes along that I find particularly useful. That's certainly is the case with *Small Business, Big Vision: Lessons on How to Dominate Your Market* from *Self-Made Entrepreneurs* by Adam and Matthew Toren. So what is it that makes this book a powerful? Advice from the Trenches Many of you know me as a leadership resource and ensure you imagine that I sit in soft chairs and tell other people lofty ideas about themselves. Here's the part you may not know. That leadership role is very recent. I came up the hard way and learned business in the trenches. And from there I expanded into the natural space of coaching which always seemed so familiar to me. So when I look at a business book I want to know that the entire breadth of business acumen is nested in what I'm reading. I look to see an appreciation of both the 'nuts and bolts' of business as well as the personal development that I know is the driver of good outcomes. More about Camels I am sure have all heard the saying "follow your bliss, but don't forget to tether the camel". For many years I toiled at the task of tethering camels. I was a merger/acquisition specialist as well as an executive manager of many companies. I learned my leadership style by working like a donkey. I must confess and I'm sure this comes as no surprise that I respect the basic hard work of building a company. So when I read this book my expectation was that it would be heavy on vision and light on the hard-core execution pieces necessary to get the job done. Surprise! But as I said every now and then someone pays attention to the whole symphony of entrepreneurial music. I would be shortchanging my commentary on this book if I didn't tell you that it even delivers something more. Adam and Matthew have actually figured out a way to not only cover the two major drivers of business, but to place them in today's environment. Yes they start with the necessity of a big vision. And they cover the development of a business plan, accumulating investors, hiring good employees, and even the need for social media. Certainly a book worth the read for just those pieces. Social Responsibility? But my excitement really rose when I came to the chapter about socially responsible entrepreneurs. For here they had put their finger on the new wave of business today. It is always been my opinion that leadership is being pulled into the space of personal development as a result of the demand of our newest generations. These new young leaders have looked at the old corporate paradigm and come to to astounding conclusion. One is that the corporate wingspan is not wide enough and does not benefit a large enough portion of the community from which they come. Further, they are courageous enough to stand and say "I will not work where I am not nourished". And nourishment to this crew means thrusting your ego aside, forgetting who gets credit, and creating the gratitude of seeing a world much bigger than themselves benefited. Awakening and Tethering My job now is to bring this kind of awareness to larger corporations that now see that they must provide personal leadership development in order to keep the best leaders. But I will never forget my roots and I am gratified to see that someone is taking care of the small business and entrepreneurial market. For the best way to have a great business is to start with great basics. *Small Business, Big Vision* gives a blueprint to the new generation of entrepreneurs that will allow them to hold a possibility much bigger than the normal book about business plans. My book 'Awakened Leadership' describes the personal journey and it's relationship to business building. In every generation the story of how to build a business must be told in both the language and the wingspan of that very group. Adam and Matthew have done a great job of giving us the current version of the entrepreneurial story. In my mind it is a wonderful companion to my leadership story. 1 of 1 people found the following review helpful. A MUST BUY!!! By Customer Amazing read! This was one of the easiest, informative and useful 'put into action' book that I have read in a very long time. This book is EXTREMELY useful for anyone starting a new small business or even if you have one already and need a few new ideas. I continue to come back to this book and reference ideas and names. Do not pass up this book. 0 of 0 people found the following review helpful. Great book! By woodenfunk This is the most USEFUL book on entrepreneurship that I've ever read (My previous favorite was *Crush It!*). The most useful aspect of *SMALL-BUSINESS-BIG-VISION*, is it's recognition that businesses and business people are all different. I love to learn from successful entrepreneurs, but most books in this genre lack variety in their perspective. Every writer's advice carries with it the bias of that person's experiences, predispositions, and inbred skill-set. *Small Business, Big Vision*, on the other hand, is crammed full of tips and case studies from some of the biggest names in the modern entrepreneurial arena (Ryan Shea, Gary Vaynerchuk, and Craig Newmark to name a few). I read this book two months ago, and I have literally doubled my monthly income by applying techniques from this book. It is the real deal...unbiased, factual, and infinitely beneficial. Thank you Adam and Mathew Toren!

Lessons in applying passion and perseverance from prominent entrepreneurs In the world of entrepreneurship, your vision solidifies your resolve when things get tough, and it reminds you why you went into business in the first place. Authors, brothers, and serial entrepreneurs, Matthew and Adam Toren have compiled a wealth of valuable information on the passionate and pragmatic realities of starting your own business. They've also gathered insights from some of the world's most successful entrepreneurs. This book delivers the information that both established and budding entrepreneurs need, explains how to implement that information, and validates each lesson with real-world examples. *Small Business, Big Vision* provides inspiration and practical advice on everything from creating a one-page business plan to setting up an advisory board, and also delivers a call to social entrepreneurship and sustainable business practices. This powerful book: Offers instruction in whether and how to seek investors Outlines the pros and cons of

hiring employees and provides guidance on how to find the best outsourced workers Presents a comprehensive action plan for effective social media marketing Explains how to build an information empire and become an expert Small Business, Big Vision proves that with a flexible mindset, practical skills, and the passion to keep pushing forward, entrepreneurs can find success, even in today's ever-changing business landscape.

Ryan Holmes - Founder CEO, HootSuite - While reading Small Business, BIG Vision, I kept thinking one thing:nbsp;These guys get it! In a world where information is coming at us from all directions, you've got to know how to focus on the good stuff and filter out the rest. Let me be your filter on this one--this book is the good stuff!