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## Small Business for Big Thinkers

*Cynthia Kay*

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Unconventional Strategies to Connect  
With and Win Big Business

# SMALL BUSINESS FOR BIG THINKERS



**CYNTHIA KAY**

*Foreword by Brian Walker, President and CEO, Herman Miller, Inc.*

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**Cynthia Kay : Small Business for Big Thinkers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Small Business for Big Thinkers:

0 of 0 people found the following review helpful. A Playbook for Business GrowthBy TracyKay has captured the critical considerations and skills for business success. She brings these to life with stories and examples. Her pragmatic recommendations make this not only a great read, but a great playbook for business growth.Dr. Tracy Brower, Author of Bring Work to Life by Bringing Life to Work: A Guide for Leaders and Organizations0 of 0 people

found the following review helpful. Excellent read  
By dirk racette  
You know you have read a book that really does assist you in your small business when you are constantly marking ideas throughout the book to go back and review later. The material in the book will help any small business meet the goals they have set.  
4 of 4 people found the following review helpful. Finally, a book that knows how to speak to the entrepreneur!  
By David C. Rhoal  
I have been involved in the business world since I was 9 years old. I started out working for my family's business - Lake Michigan Mailers, Inc. - breaking down cardboard boxes and decollating continuous computer paper in the basement of my parent's Saint Joseph, Michigan home where our company was born. When Inc. magazine was founded I was one of its original subscribers at the age of 10. While still in high school I started my first company and later sold it to fund my college education. Today I own four separate enterprises operating in multiple states. I spend a considerable amount of my time advocating for the needs of small business at the state and national level, and consulting with entrepreneurs at every stage of development. I tell you all of this that you might understand that simply put small business courses through my veins like oxygen.  
Over the years I have been asked to comment on books, white papers, blogs, and columns about creating, building, maintaining, and growing a small business. Most of the material has been fair; some has been good, even less has been very good. Most authors take one of two tacks: "the recipe for success", or "the business prophet".  
In the recipe format, the author attempts to dictate a series of ingredients and steps that when mixed properly will result in the beautiful photo that appears on the top of the author's resume. Like so many cooking shows who mix their ingredients then quickly cut to commercial only to return with a finished product, the recipe-formatted author often discounts too much of the intangible issues that go into making a successful, sustainable business. One is often left with a mess of incongruent ingredients and an incoherent message.  
The business prophet fairs even less well. Proclaiming in demonstrative tones that the only way to find success is to follow in their footsteps like some pop-culture messiah. But like all false prophets the results are predictably unachievable for all but a few.  
Then, every once in a long while, along comes a book that knows how to speak to the entrepreneur. A book that gets it; that understand what it means to conceive an idea for a business, start it from scratch, find customers of all sizes, and turn it into a thriving enterprise. That book is *Small Business for Big Thinkers: Unconventional Strategies to Connect With and Win Big Business* by Cynthia Kay.  
*Small Business for Big Thinkers: Unconventional Strategies to Connect With and Win Big Business*  
*Small Business for Big Thinkers* is a quick read but packed with easy to understand, real-world applications for every stage of small business development from cultivating the right idea, to finding appropriate financing, to building a productive team, to landing and working with large customers. Ms. Kay accurately details the key strategies and subtle nuances essential in creating, maintaining, and growing a small business in our contemporary environment. Ms. Kay hides nothing from the reader including in-depth discussions of her own business failings and the important lessons she gleaned from them.  
It is with great enthusiasm that I recommend *Small Business for Big Thinkers: Unconventional Strategies to Connect With and Win Big Business* by Cynthia Kay to those thinking of starting their own business, those who want to grow their small business, or those who seek to understand the elusive, creative enigma that is the American small business.

“Cynthia Kay’s creativity, drive, and not-so-common competence has made a real contribution to me and to Herman Miller.... There are lots of books written about business—too many, without anything new to say. This is one I actually read and can heartily recommend.”  
—Brian Walker, CEO, Herman Miller, Inc.  
A small business is not just a scaled-down version of a big one. In fact, some of the strategies that work well for larger companies may actually be completely irrelevant for smaller firms.  
*Small Business for Big Thinkers* offers unconventional but proven strategies to run a better small business. It also provides a roadmap for owners looking to expand their small businesses by doing more business with Big Business.  
Cynthia’s down-in-the-trenches stories, along with those from other small-business CEOs and Big Business experts, show you how to connect with highly sought-after customers and win them over! You’ll learn how to:  
Create an organization that is operationally efficient, creative, and entrepreneurial  
Attract and win contracts from much larger companies  
Serve complex, global companies by forging strong relationships  
Evaluate Big Business opportunities and know when not to compete

About the Author  
Cynthia Kay is a passionate spokesperson for small business. She spends significant time speaking to, teaching, and coaching small-business owners while running her own award-winning company. For more than 25 years, Cynthia Kay and Company has produced high-quality communications that are used on the national and international scene. It serves businesses and organizations from the Fortune Global 100 to small businesses and nonprofits.  
A graduate of Michigan State University, Kay also holds a master's degree in communications. She has been honored four times as one of the 50 Most Influential Women in West Michigan. Her company has been named twice as one of West Michigan's 101 Best and Brightest Companies and has earned a number of awards. Cynthia serves on the Board of the National Small Business Association (NSBA) and lives in Grand Rapids, Michigan.