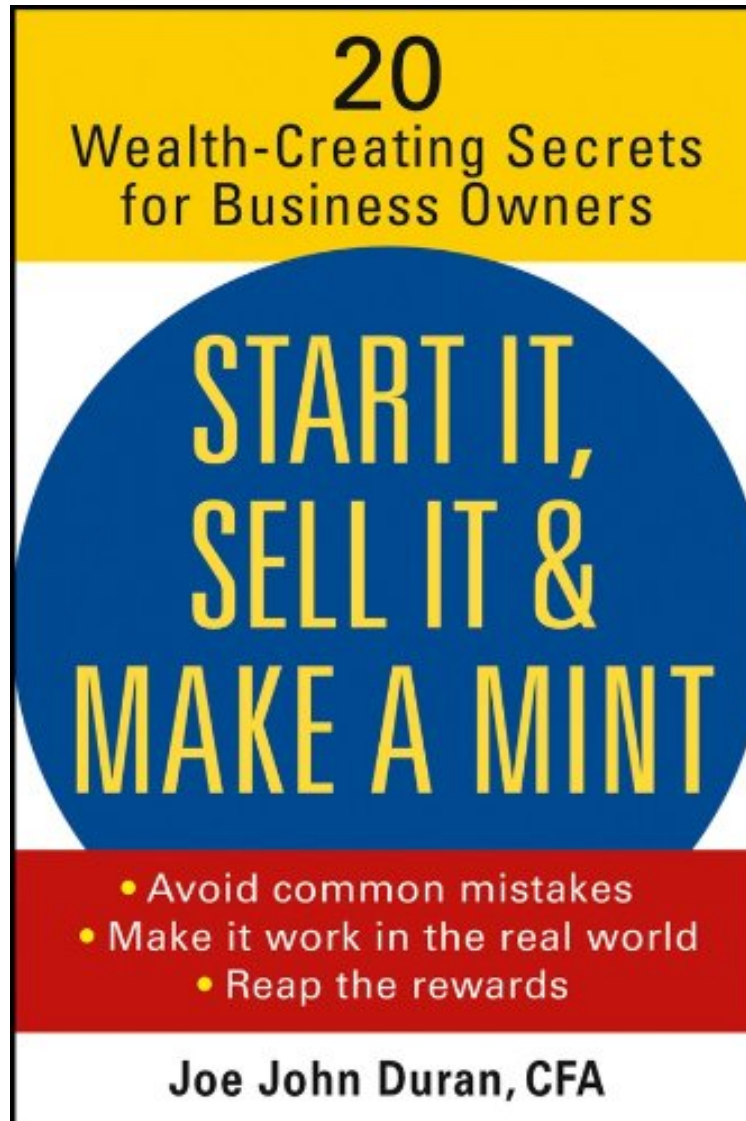


## Start It, Sell It Make a Mint: 20 Wealth-Creating Secrets for Business Owners

Joe John Duran

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**Joe John Duran : Start It, Sell It Make a Mint: 20 Wealth-Creating Secrets for Business Owners** before purchasing it in order to gage whether or not it would be worth my time, and all praised Start It, Sell It Make a Mint: 20 Wealth-Creating Secrets for Business Owners:

0 of 0 people found the following review helpful. The title says it all !!By Ms. RegieThe title of this book drew me immediately thinking it must be quite comprehensive to cover the topic start to finish - and it certainly is that. I initially checked this out from the library and renewed it twice because I couldn't get through it in time due to taking

sooo many notes! Buying it was the optimal solution to the note taking, and to have it for future reference will also be a great asset. Each 'secret' revealed is annotated with positives and cons to really put the idea into a real life perspective, making it very clear to understand the point being made. The author's colorful tales at the beginning of each chapter may really stick with you like the stories from "Who moved my cheese", as whimsical tales can peg an idea in your brain on a level that's easier to retain somehow, perhaps the subconscious's need for levity ;) I truly believe there is a lot of useful info to be absorbed here and having this book for reference may save your business money at certain junctures of your growth. Another major selling point for me was the author's attitude towards employees - THEY are the life blood of the company and should be heard, valued, AND appreciated/rewarded for good work! A huge oversight by so many companies that wonder why they have no employee loyalism or motivation past their assigned job duties - it's a no brainer in my mind. Check this book out at the library and if you feel like me that there is just too much good info to write down, BUY IT, you'll be glad you did somewhere on your path to success!

5 of 6 people found the following review helpful. Good story short on applicable info

By Eric von Rothkirch  
Joe John Duran's book is an interesting insight into the growing and selling of a business. The book catalogues his personal experiences along with the experiences of various business owners he interviewed. African fables for the introductory theme of each chapter is a nice touch. Some of the more useful information about building an efficient 'turn-key' business is the focus of Michael Gerber's The E-Myth.

0 of 0 people found the following review helpful. Words of wisdom from an entrepreneur who has been there and done that!

By Jeff Lippincott  
Whoever designed the cover for this book did a really nice job. I pulled it off the bookstore shelf in the summer of 2004, read it, and then shelved it. I enjoyed reading it very much back then. Recently I pulled it off my bookshelf and skimmed its pages again. There is a lot of good content in this book. I highly recommend a wanta-be entrepreneur or small business owner get a copy for their small business collection of tomes.

By writing this book the author has told his story of building a business and selling it for a handsome profit. Some people invest in real estate to create a nest egg. The author invested in a business. I would have liked the book more if the author had done it all on his own. Instead he was one of a few partners that built the business. It sounded like he wasn't the leader in the bunch. But he was knowledgeable.

The one glaring problem I had with the book was that business plans were not discussed. It was not pointed out that business plans are a management tool second to none. And having a good one provides the owners and managers with knowledge and power in running their business. Having one also usually bumps your sales price up when selling the business, too.

I was surprised that Chapter 9 about acquisitions was included. Normally that topic is not included in books that address the audience this book seems to be aimed at. But the author did a nice job in writing that chapter.

All in all, a great book. 5 stars!

Real world anecdotes and step-by-step strategies to build and sell a successful business

Half of the roughly one million businesses that start up every year fail because of insufficient financing, poor management, or lack of basic entrepreneurial skills. Based on his own experience as well as those of the many other successful business owners interviewed for this book, Joe John Duran explains how to overcome these obstacles. This reader-friendly book offers easy-to-follow advice, including 20 vital secrets that will help business owners avoid the most common mistakes, grow their businesses successfully, and then sell them at the highest price possible.

Joe John Duran (Santa Monica, CA) built a national investment firm with billions under management and thousands of clients. Within 10 years of creating it, he sold it to General Electric for tens of millions of dollars. He is a chartered financial analyst, CEO of Alchemy Capital, Chairman of Finance of the Santa Monica Bay Young Presidents Organization (YPO), and a member of the Association of Investment Management Research (AIMR) and the Los Angeles Society of Financial Analysts (LASFA).

From the Back Cover "A clear straightforward guide to wealth creation from a superb role model!" --Alex Capello  
Chairman of Young Presidents Organization "Duran does a great service to entrepreneurs by distilling into just twenty 'vital secrets' each step of creating and deriving wealth from a start-up. His narrative is clear and well supported by detailed personal examples of what he and others have gone through in the process of creating successful start-ups. I consider this book one of the best resources available for aspiring entrepreneurs." --Andrew M. Isaacs  
Executive Director, Management of Technology Program, University of California, Berkeley "Joe Duran gives great guidance . . . to build value you need to build a path to liquidity, and that means building a solid enterprise." --Jerome S. Engel  
Executive Director, Lester Center for Entrepreneurship and Innovation Haas School of Business, University of California, Berkeley "A reflective tale by a successful entrepreneur, brimming with insight and good ideas." --Murray Low, PhD  
Director of the Entrepreneurship Program, Columbia Business School

Of the roughly one million businesses started every year, half of them fail because of insufficient financing, poor management, or because their owners lack basic entrepreneurial skills. Even those that succeed seldom have a clear exit plan for their business. Start It, Sell It Make a Mint contains concrete strategies and twenty vital secrets that will enable you to grow, maintain, and eventually sell your business at the highest possible price when you are ready. This book shares real-life insights from dozens of entrepreneurs in a range of industries.

About the Author  
JOE JOHN DURAN, CFA, turned a small investment company into a nationally respected multibillion-dollar investment firm in under a decade. The company

was bought for many millions of dollars by General Electric's GE Financial in 2001. Today, Duran is CEO of Alchemy Capital, a corporation involved in helping independent businesses, and the Managing Director of United Capital Partners. He is a chartered financial analyst and is a member of the Young Presidents Organization (YPO). He is also a member of the Association of Investment Management Research (AIMR), and the Los Angeles Society of Financial Analysts (LASFA). Duran is the author of *The First Time Investor's Workbook*.