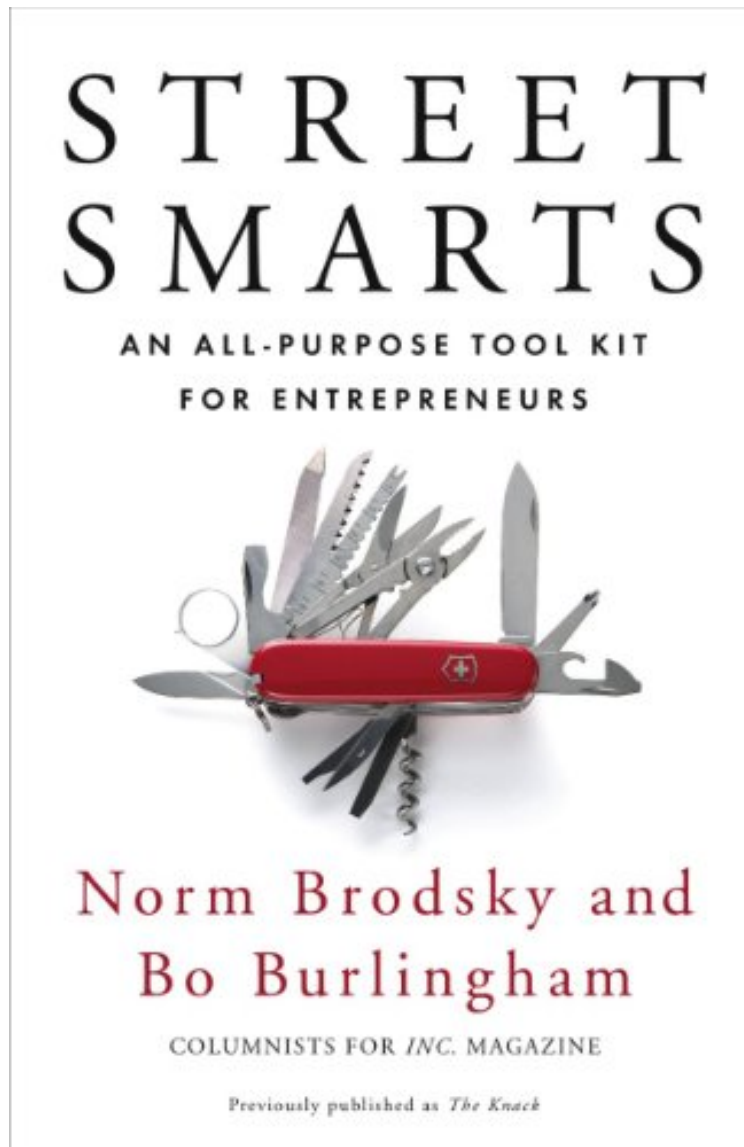


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Street Smarts: An All-Purpose Tool Kit for Entrepreneurs

Norm Brodsky, Bo Burlingham

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you are planning to start out, read this book. It will be the best advice you can possibly get, from an impartial source that has no agenda to steer you into their way of thinking. (Maybe therein lies the true value?) 1 of 1 people found the following review helpful. Excellent summary of what all entrepreneurs should know about business
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Required reading for anyone who owns a business or aspires to start one. Norm Brodsky, a serial entrepreneur who has built nine-figure businesses and a long-standing columnist for Inc. Magazine, shares hard-won secrets from a long life in business, one with many downs as well as ups. From understanding cash flow, profits and the differences therein, to how to select, manage and grow a sales team, Norm covers all the basics a business owner needs to know, whether he or she aspires to start the next Facebook or the next neighborhood coffee shop. As a successful owner of several small businesses myself, I found striking insights on every page. I cannot recommend highly enough. 1 of 1 people found the following review helpful. Great!
By Customer
This is a very easy read! After I began reading this book I had all of my key employees read it. That started great discussions in my small business and great ideas began to come out of those.

"One is tempted to say 'the only book you'll need on starting a business.' Brilliant! Genius! Choose your superlative-it'll fit."-Tom Peters
People starting out in business tend to seek step-by-step formulas or rules, but in reality there are no magic bullets. Rather, says veteran company-builder Norm Brodsky, there's a mentality that helps street-smart entrepreneurs solve problems and pursue opportunities as they arise. Brodsky shares his hard-earned wisdom every month in Inc. magazine, in the hugely popular "Street Smarts" column he cowrites with Bo Burlingham. Now they've adapted their best advice into a comprehensive guide for anyone running a small business.