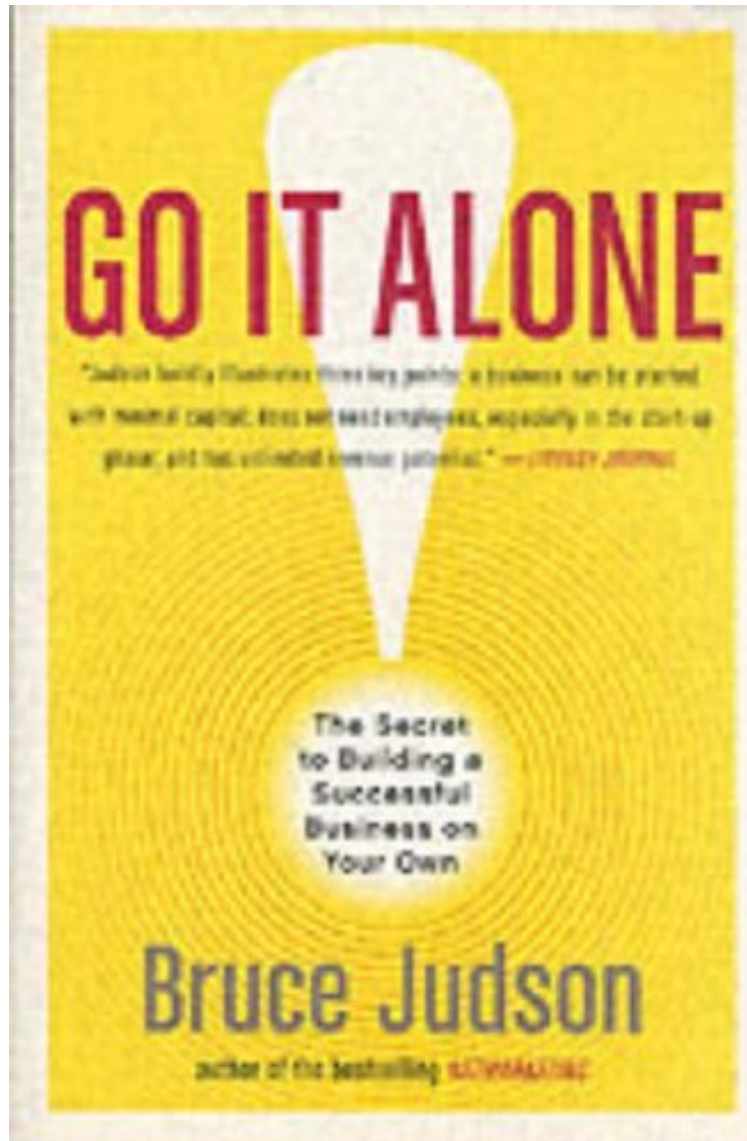


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Go It Alone!: The Secret to Building a Successful Business on Your Own

Bruce Judson

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Bruce Judson : Go It Alone!: The Secret to Building a Successful Business on Your Own before purchasing it in order to gage whether or not it would be worth my time, and all praised Go It Alone!: The Secret to Building a Successful Business on Your Own:

3 of 3 people found the following review helpful. ZzzzzzzBy GilbertThe author may be a successful entrepreneur but is a terrible writer. He doesn't have his own voice. I'm about 50 pages in where he talks about extreme outsourcing. His writing style IS extreme outsourcing. He outsources other's book's quote like it's his job. From the author of bla bla

bla, he stated. The author from this book this, the author from this book that... jesus christ. It gets quite irritating. It's like his book is based on other's book messages. He also takes forever to get to the key point, writing bunch of pre-game non-sense. What can be written in a page ended spreaded out to a whole chapter. The materials maybe helpful, but as you quoted from another author stated, "Less is More". Less is indeed more. I was in the middle of reading and I can't help but to hop on the computer to write what I think of this book as of page 50. It is a revolutionary concept, and I was currently onto something similar. Hopefully, there is more profound insight to come and less "extreme outsourcing from other authors". I'm just giving my honest opinion. I'm not a hater or I would had gave it a 1 star. 1 of 1 people found the following review helpful. Objective concise key points By Theodoro I have tree sites beginning and making errors, grate value for me... focus on most important points, sometime we forget, do what you enjoy, do what you know or can learn easy, automatism this is very important point if you are from type writing machine era, internet is scale volume and less manual work, even reread with other words makes us to rethink certain important points, protect from competition, keep under radar, outsource to have time to make the most extremely important to go alone. Speed must be remembered, metrics, get paid soon, make it easy, kaizem make it better and better, look with client's eye.... And more. I got 20 phrases to read at least once a week. 0 of 0 people found the following review helpful. It's on By Keoshal It's ok kind of repetitive and boring

There is an epidemic of unhappiness in the American workplace. A full 70 percent of workers in the United States report that they are disengaged from their jobs. When asked, "Do you have the opportunity to do what you do best every day?" only 20 percent of nearly 2 million employees said yes. It is no wonder that 56 percent of all Americans dream of starting their own business. So why don't they do so? Because starting one's own business is seen as difficult, expensive, and risky. In this extraordinary book, successful Go It Alone! entrepreneur Bruce Judson explains that the conventional wisdom about starting your own business is stunningly wrong. Using the leverage of technology -- e-mail, the World Wide Web, and the remarkable array of off-the-shelf business services now available -- it is dramatically easier to start your own business. Magnified by these new services, it is also possible to create, for the first time, a highly focused business. Bruce Judson shows you the practical steps that will allow nearly any individual to create a business, often using job skills that seem to require an entire corporation for support. It is no longer necessary to spend time on the tasks that don't add value. It is now possible to stay small but reap big profits. Go-it-alone businesses allow the individual the freedom to concentrate on their greatest skills. After reading this book, your motto will be "Do What You Do Best, Let Others Do the Rest."

From Publishers Weekly This engaging, if optimistic, primer insists that you don't need much capital, or much risk-taking, to start a business. Indeed, according to Yale School of Management professor Judson, author of Netmarketing and himself the founder of several allegedly successful small firms, the time has never been better for startups. With the Internet now offering every business service under the sun through online companies, solo entrepreneurs can—and must—outsource almost every aspect of their business and concentrate on leveraging their "unique skills." Judson lays out a number of useful rules of thumb (chief among them: don't give up your day job until your business is profitable) illustrated by case studies of successful businesses, from which readers can glean enlightening tips on marketing, fee structures and customer management. Less helpful are his recommendations for figuring out what an entrepreneur's unique skills actually are, as he relies on fuzzy introspective koans like "Find Your Source of Personal Energy." Interspersed is much motivational material on taking the first step, finding a way around obstacles, following your passion and facing down your fear. The book is not a step-by-step how-to, and its assurance that readers can beat the daunting odds against small business start-up success by avoiding typical mistakes is rather rose-colored, but those determined to take the plunge will find a good deal of easily digestible food for thought. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Using the success of his own two start-up companies as formulas for success, Judson offers sound, cogent advice for budding entrepreneurs. A well-known marketer himself, Judson explains how "going it alone" is different from being a typical small-business owner, the key being that the former is able to garner bigger profits despite a lack of resources, whereas the latter's revenue is tied to her own billed hours. So much potential exists, Judson argues, because in today's economy so many aspects of running a business can be outsourced, leaving the business owner to concentrate exclusively on what she does best. No great idea at the ready? Not to worry, Judson says, as he offers tips for finding a niche in an area where a person might prosper. Rounding out this handy, readable how-to are case studies that examine both successes and failures of go-it-aloners nationwide. An added bonus is a Web site that will feature discussions with the author, other resources, and updated case studies. Highly recommended for general business collections. Mary Frances Wilkens Copyright copy; American Library Association. All rights reserved "Judson offers sound, cogent advice for budding entrepreneurs...handy, readable how-to...Highly recommended for general business collections." -- Booklist