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Business & Economics

Now...Build a Great Business: 7 Ways to Maximize Your Profits in Any Market
Brian Tracy
Mark Thompson
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When two top business experts, each of whom has written best-sellers, collaborate on a book, it is likely to be something worth reading. *Now…Build a Great Business!* doesn't disappoint.

In a clearly written, well-designed book with plenty of subheads and bullets, the authors address what they deem to be the three most important factors in building a great business: great leadership, great people, and great products. Each topic is covered in just enough detail with relevant examples to illustrate key concepts.

Leadership, according to Thompson and Tracy, "is the most important requirement for business success." In the first chapter of the book, the authors provide considerable guidance for budding and experienced leaders alike, including a discussion of "the three P's of leadership" (purpose, passion, and performance), seven questions leaders must ask themselves, a useful section about "the myth of multitasking," how great leaders act as change agents, and why "the future belongs to risk takers." This segment alone will be of significant value to those who want to effectively lead a great business.

Thompson and Tracy logically move from leadership to "Developing a Great Business Plan" (chapter two) and then to the third chapter: "Surround Yourself with Great People." The authors say that "getting the people equation right is the hardest thing you will ever do in business." They offer five key success factors that define great people, discuss ways to "test-drive" candidates, present "the three R's of motivation," "the four C's of happiness," and "the three C's of gratitude." Using such techniques make the book easy and interesting to read.

The remaining chapters discuss offering great products or services and directly related areas, including designing a marketing plan, perfecting the sales process, and creating a great customer experience.

The content of every chapter in *Now… Build a Great Business!* is pertinent, positive, and uplifting. At the end of each chapter is a checklist to help the reader apply the material covered

to his or her own unique situation.

Thompson and Tracy are seasoned business professionals who have compiled a great deal of sound advice into a single volume that will motivate leaders of any business, small or large. They know how to write and structure a good business book and provide relevant examples drawn from their experience. As a result, the reader will be able to put the lessons learned in *Now… Build a Great Business!* to immediate use.

Barry Silverstein