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SMALL **Business** AND **Work from Home**

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**WHAT IS
BUSINESS
ETIQUETTE?**

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CRAZY JOHN
Money Talks

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FAST CARS
FAST PROFIT**

**The Secrets to Success
The Power of Passion**

Guest Editor Shelley Taylor-Smith



TITLE: Secrets of Male Entrepreneurs Exposed
AUTHOR: Dale Beaumont • PUBLISHER: Dream Express Publishing

This is a fantastic book full of insightful tips and tricks from the men who have changed the face of Australian male entrepreneurs. It captures the true essence of entrepreneurial spirit through revelations of persistence, courage and commitment. This book reveals true encounters from individual characters with different personality types. The book features written material by the men

themselves, and reveals true accounts such as the highs and lows of what has made these men and their succeeding businesses what they are today. Fantastic success secrets explained by, to name a few, Jim Penman (Jim's Mowing), Tom Potter (Eagle Boys Pizza) and Justin Hearld (Attitude Clothing & Intimidate). You will learn from this book, how to come up with your multi-million dollar

idea, creative ways to raise capital, how to get great media exposure and unique marketing ideas. A fantastic read.



TITLE: The Things Big Businesses Do
AUTHOR: Mark Brownley • PUBLISHER: New Holland Publishers

This is a great book for those wanting to learn some of the tricks of the trade from the big boys, focusing on how and why big businesses are successful. It covers such topics as product development, training, customer segmentation, partnerships, negotiation and competitors. The book shows that all businesses, no matter if they are big or small, can learn about

getting bigger, stronger and more competitive, simply by focusing on the success of big business. I found particularly interesting the chapter on passion, which advises that passion is the fuel that drives success. It points out that big businesses have mentor programs that buddy up passionate people with their high potential managers. A very

interesting insight into the world of big business.



TITLE: Life At The Top
AUTHOR: Roger Maynard • PUBLISHER: New Holland Publishers

Roger Maynard's new book, Life at the Top, discusses the questions any ambitious person wants to learn. How do you get to the top? Do you have what it takes to pull yourself up to that final rung on the business ladder? What is it like when you get there? Roger Maynard goes into the lives of 40 well-known CEO's and Managing Directors. He provides a concise version of how they go about their work, looking at their businesses, their challenges and their philosophies. Each interview offers a brief summary on their rise to the position, their drive to get there, and their motivating forces. A few came across in the book as quite

pompous while most were quite candid, revealing their "true-self", their weakness and their regrets. But as Roger Maynard states, whether they like to admit it or not, they are still ordinary people with the same nagging doubts and worries that embrace us all. It reveals CEO's who have started their career at the bottom and worked their way through to the top and others who were told they would never amount to anything. This book offers a wide spectrum of "life at the top". Some having a vision and building their own company from the ground up, through to major established organizations. The diversity of interviewees, ranging

from Gerry Harvey, John Symonds, Julia Ross, David Murray through to John Ilhan (Crazy Johns), clearly shows a common theme among them all, that you can achieve your dreams as long as you have the right attitude and outlook.



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To all budding Book Reviewers: Due to an unfortunate computer meltdown, our list of potential book reviewers was lost. If you would resend us your contact details we'd be very grateful. New readers are very welcome! All you need is a basic grasp of grammar and more importantly, willingness and enthusiasm. If you'd like to review a book for Small Business and Work From Home, email your details to - editorial@insightpublishing.com.au