

101 Ways to Have a Business and a Life

Author: Andrew Griffiths
Publisher: Allen & Unwin Publishers

This book comes to you with the established credibility of the author having already written and published four other books in the *101 Ways To* series.

While there are many books around about finding balance in your life, this book starts well with a self-assessment of "where you are right now". I liked that because it gave me the opportunity to find out where I was before I read all the tips. Thus, I could accept or reject any tip based on what I felt my needs were at the time.

And every tip comes with an action step called "What Can I Do Today?" at the end of the notes. Great idea – if you are motivated by what you read then there is a suggestion as to what you might do about actioning it.

For example Tip #14 is called "Make A List Of The Negative Words You Use and Burn It". For someone who is passionate about being positive that really excited me. Then the author goes on to outline some specific steps about how to do just that. Fantastic!

Then to make the book even more user-friendly and give readers the opportunity to make commitments to action there is a page at the end of each segment entitled "Action page – what I need to do to regain balance in my life".

For me I liked the opportunity to dip in and take any tip I found and see whether I related to it.

Whatever way you use this book – it would be in my list of absolute musts for anyone in business for themselves.

Reviewed by Geoff Kirkwood
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Bullet Proof Your Business

Author: Michael Featherstone
Publisher: Wilkinson Publishing

What the author demonstrates, through some graphic case histories, is that people who think they are immune from fraud or unexpected loss are just the people who are most vulnerable.

A sense of "that can't happen to me" is very, very dangerous because it can, and already has, to people who said just that.

This book is very cleverly written because it is presented with just the right balance of facts and information against case histories that allow the reader to imagine what it would be like in similar circumstances. The case histories put the information into context.

Michael examines areas as simple as employee theft right through to the high-tech world of internet fraud.

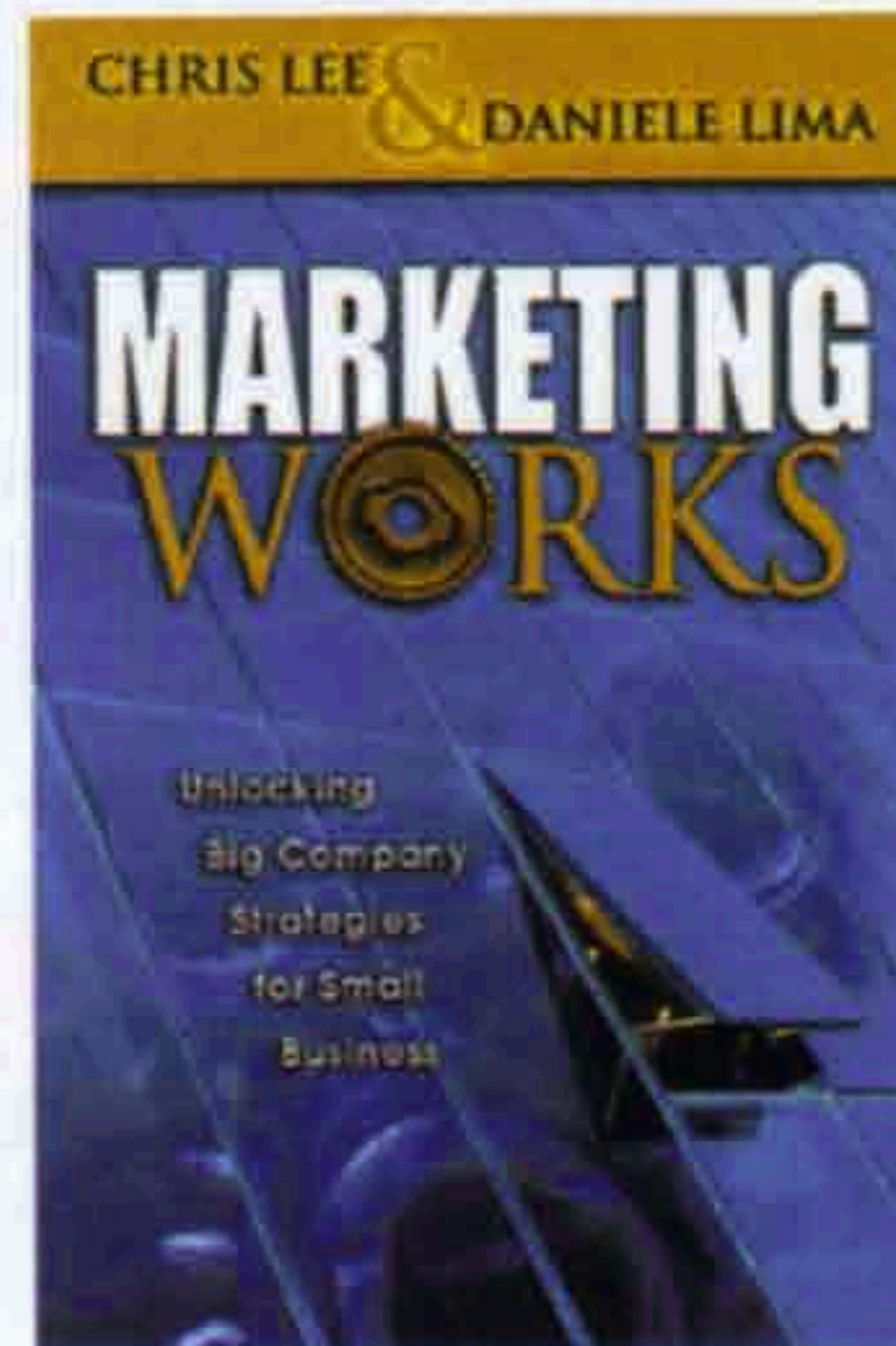
However some areas that one would not normally associate fraud with and are also covered in this book are: Intellectual Property; Occupational Health and Safety; Disaster Management; and just plain carelessness in the workplace.

An example that leapt off the pages for me was that of an accountant substantially understating tax liability (totally by accident). I know, I for one would not think to check such a thing and I would suggest the majority of SME owners would be in the same boat. Quite a disturbing thought.

Using real life examples to illustrate the theory, this book is a must for any business, big or small – particularly small as they are probably the worst at thinking it cannot happen to them.

It has been a long time since I read a book with so much relevant information presented in such a readable style.

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Marketing Works

Author: Chris Lee and Daniele Lima
Publisher: Morgan James

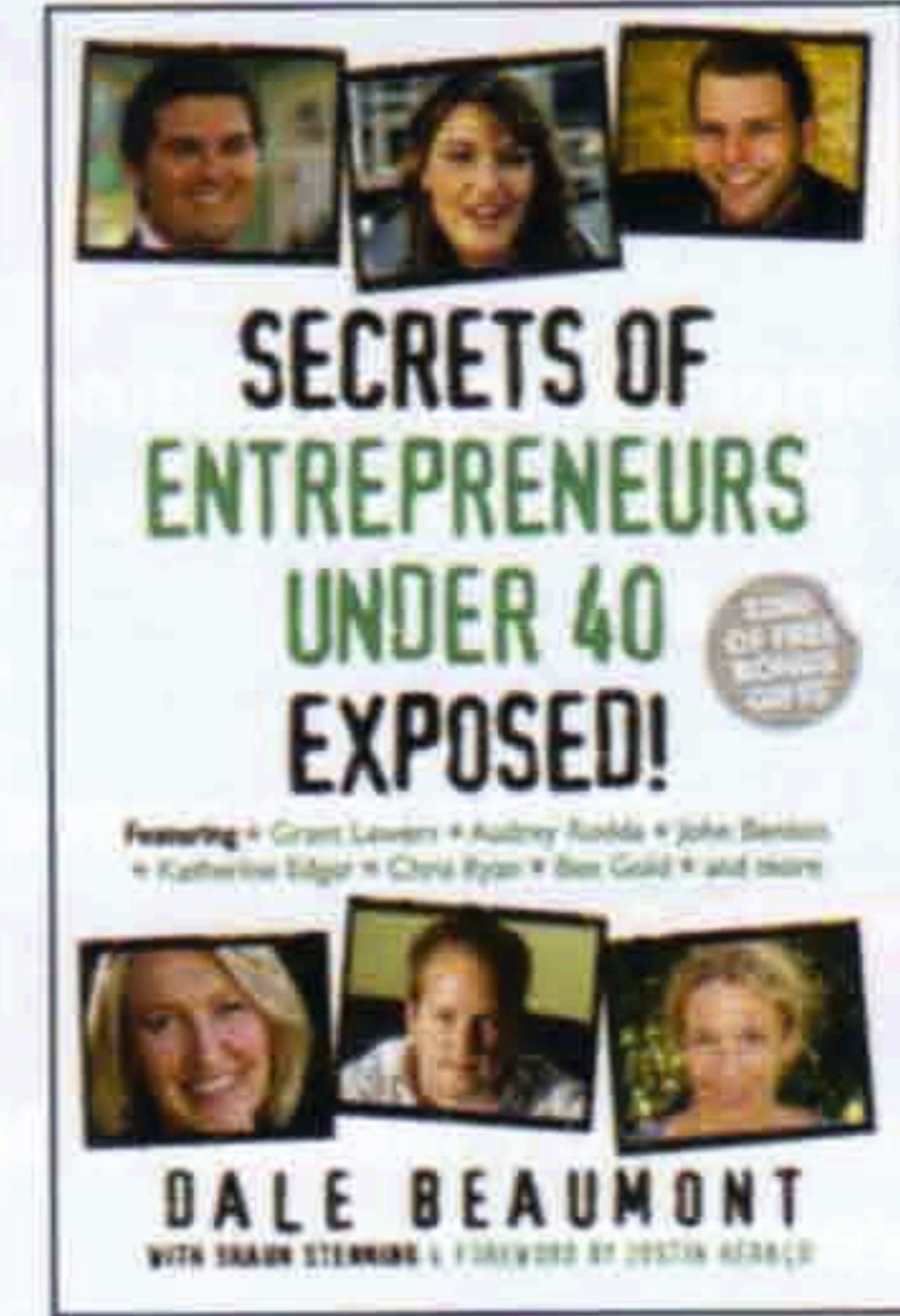
The advantage of this book is that it can actually be used as a practical manual. It is divided into four parts reflecting the steps of effective marketing, which is: the starting point is always an analysis of your business and your environment; followed by a formulation of objectives; the development of a marketing plan to master the objectives; and the development of feedback mechanisms.

In this book, each of these four stages is subdivided into processes and analytical tools accompanied by useful checklists, tables, model calculations and examples.

Any SME owner starting a new business or intending to better structure it's marketing will appreciate this straightforward approach. The book's subtitle *Unlocking big company strategies for small business* message is clear; professional marketing is not only for the big guys.

Whether you are new in business or already established, effective and efficient marketing does not depend on your budget but on a systematic and targeted approach. *Marketing Works* does its best to give you this framework so that you can build your own customised strategy. Although the book is not particularly sophisticated, it is all you need for effective SME marketing.

Reviewed by Christian Dammann



Secrets of Entrepreneurs under 40 exposed!

Author: Dale Beaumont
Publisher: Dream Express Publishing

Dale Beaumont has done it again. Another of his *Secrets of Entrepreneurs Exposed* series, this time about under 40's. The book follows its tried and true formula of a series of interviews with some of Australia's leading young entrepreneurs, such as Phil Jones, Richmastery; Audrey Rodda, Phonelink Communications; Grant Lewers, Results Agency; Anne Thanudchang, Propex; and more (14 in all).

Each interview focuses on key messages from each; Katherine Edgar of The Synergy Group, for example, talks on the topic of leadership qualities and Adam Rockett and Chris Ryan of Strike Group focus on people power.

Again the book is easy to read and full of observations, tips and key points. A useful reference for those needing some guidance and inspiration as each of the entrepreneurs chosen are inspiring in their own right. Key messages that seem to be reiterated throughout the book are the need to be passionate and love what you do; the need for high energy; the need for mentors; and the need to believe in yourself no matter what anyone else is telling you.

If you're under 40 and need inspiration, read this book. If you're over 40 and are still trying to understand Generation X and Generation Y then this book will go a long way to helping you understand what drives and motivates these very studied and often misunderstood groups.

Reviewed by Jane Jordan

Your opportunity to become a book reviewer

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