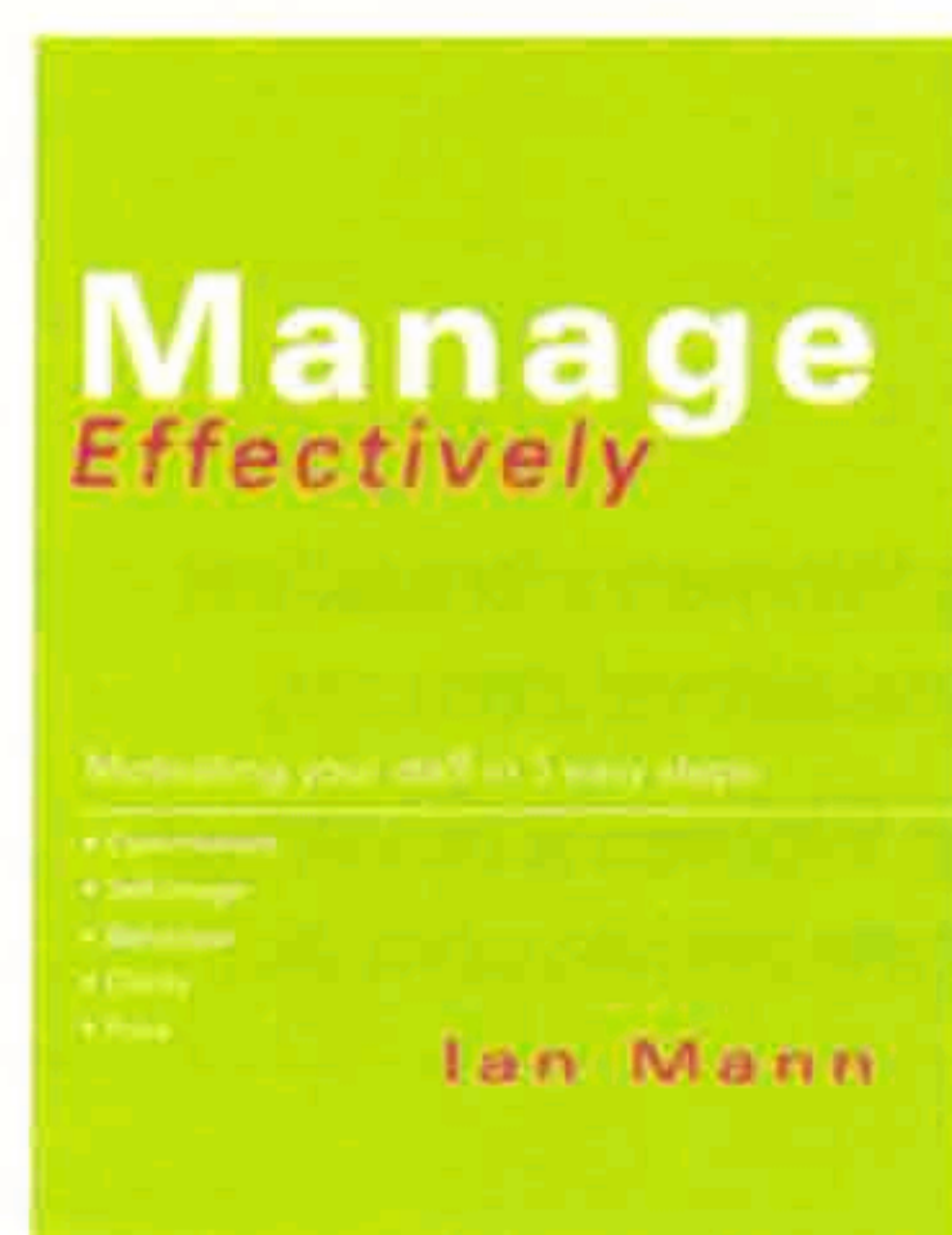


# Cerebral Pursuits

## Your opportunity to become a book reviewer

Have you ever wanted to see your name in print? Do you have an interest in books on business and motivation? If you answer yes to these questions and would like to review a book for *Growth Business* then email your details to: [admin@kenzipublishing.com.au](mailto:admin@kenzipublishing.com.au). New readers are welcome – a basic grasp of grammar and more importantly, willingness and enthusiasm a must.



### Manage Effectively

**Author:** Ian Mann

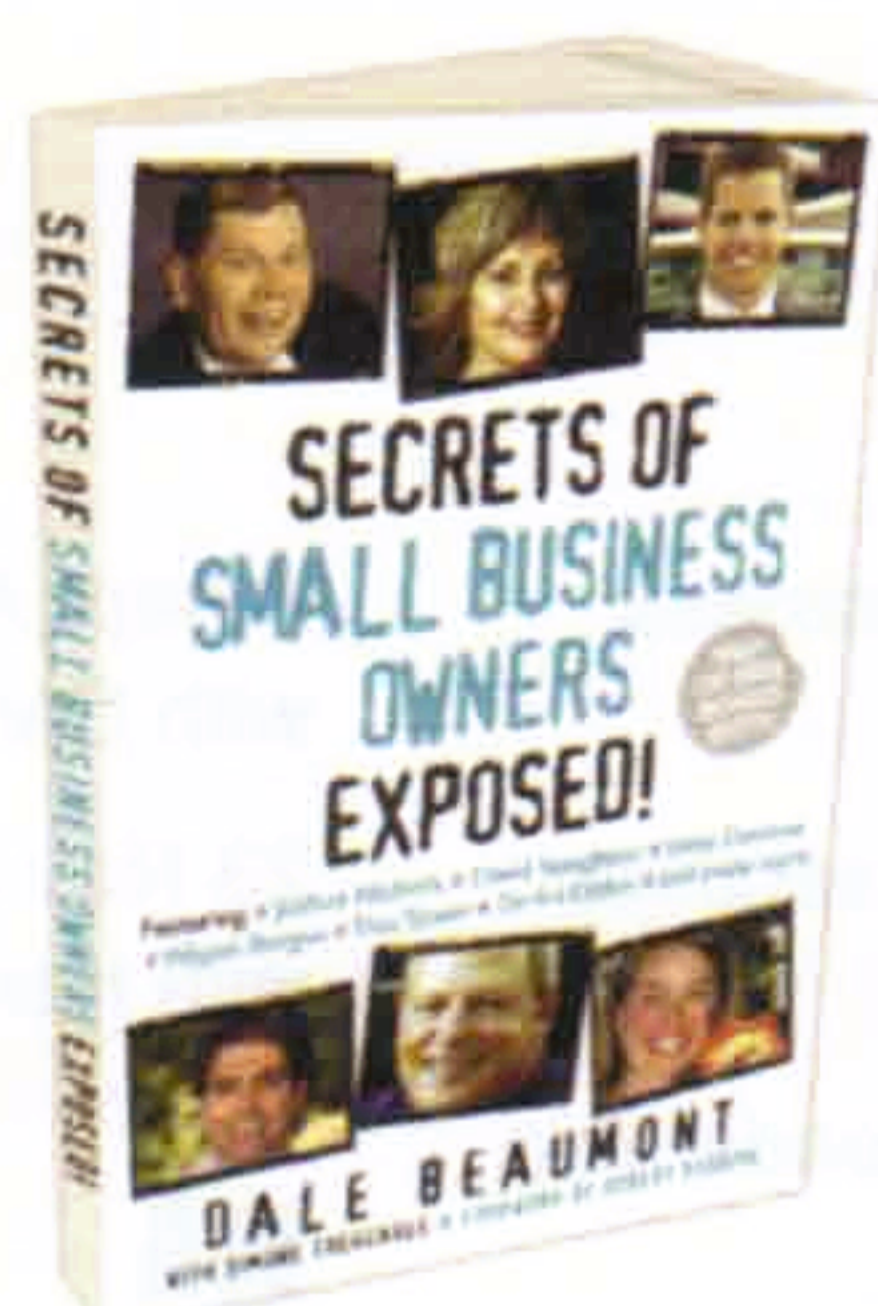
**Publisher:** New Holland

Convincing your staff to do what needs to be done and keeping them happy at the same time can be a challenging job. However, it is a major task of every manager and small business owner and therefore requires special attention and a professional attitude. This little book can help you to improve your people management skills by providing a manual-like model to avoid the common pitfalls of dealing with staff.

The book discusses five problem sources, namely: a lack of clarity; a lack of commitment; a discrepancy between a person's self-image and their tasks; a hidden difficulty or price; and wrong behaviour. For all five sources, the author proposes systematic and straightforward management tools that can be used to identify and eliminate the real cause of the conflict.

All these approaches are said to be tested, thus the book becomes especially valuable to you if you implement the proposed model in your daily business activities. If you do this and follow a mental checklist, then you are likely to become a more professional businessperson and experience a real improvement in your conflict management skills, staff motivation and productivity.

*Reviewed by Christian Dammann*



### Secrets of Small Business Owners Exposed!

**Author:** Dale Beaumont

**Publisher:** Dream Express

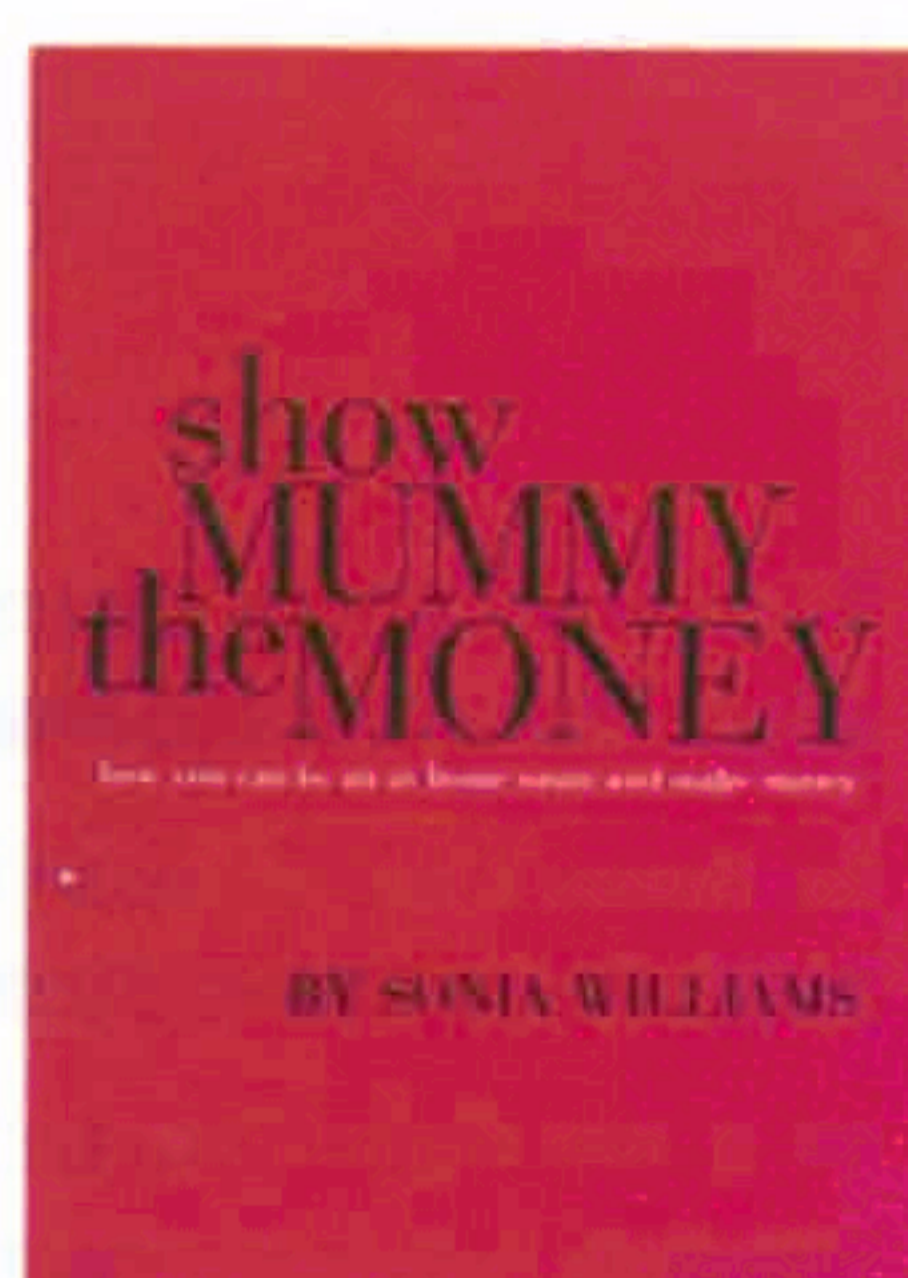
Anybody who wants to learn about small business management but is just fed-up with management models will truly enjoy this book. It consists of fifteen case studies, and each deals with one successful small business owner. Having a closer look at the high achievers of the small business scene is an exhilarating perspective.

Since the chapters are written as interviews with questions answered by the entrepreneur, the book is a very enjoyable read and takes a look at business from its personal side. Most interviewees are not afraid to also talk about their defeats and fears, so you, as the reader gain quite a comprehensive insight into small business reality.

The careers and people presented in the book could not be more different. They range from twenty-three-year-old Tina Tower, who sells educational toys, to fifty-three-year-old Wayne Burgan, who has developed accounting software tailored to small businesses.

With almost 300 pages, the book is not suited for a quick read but best to be consumed little by little. Have a notepad and a pen ready and read every page with the intention to benefit from it. There is heaps of useful information hidden in the interviews, so be ready to discover it!

*Reviewed by Christian Dammann*



### Show Mummy the Money

**Author:** Sonia Williams

**Publisher:** Lucy McGoo

Although this book has been written to help 'stay at home mums' to work out how to start their own business from home, it should be on the list of everyone who is thinking about starting their first business.

A great little handbook, it covers everything the first time business person should do in order to start up their own business. I say 'should' because there are very few people I know in business who actually went through this process – and probably should have.

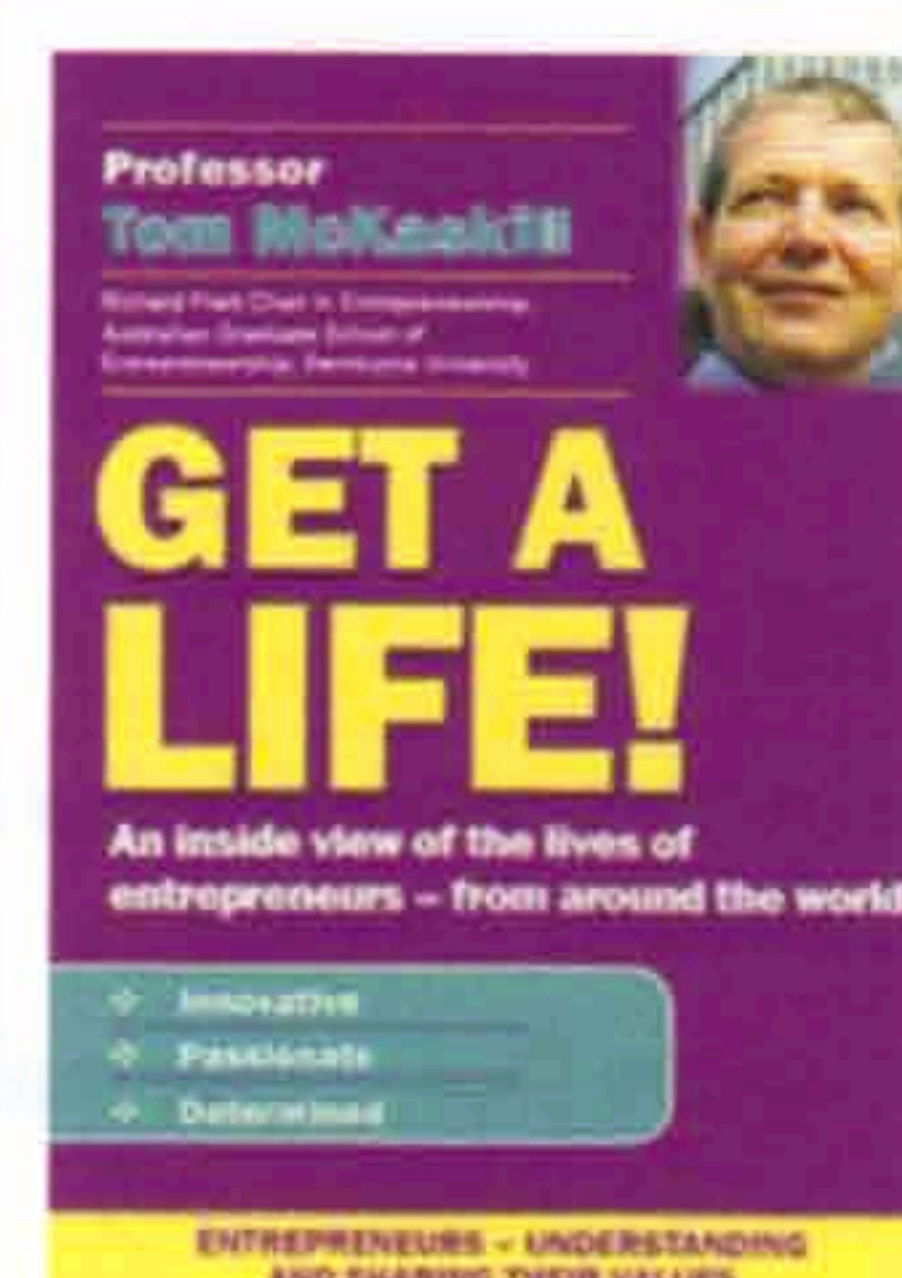
From generating ideas for a home-based business (any business?) to assessing those ideas, developing the business – including the business plan, structure, accounting, Intellectual Property, getting funding and marketing and sales.

It's apparent the author, Sonia Williams has not only done this for herself, she also understands business.

Particularly interesting is what she calls her 'hall of fame' where she does a small study of some very successful mummies including Janine Allis of Boost Juice fame and Diana Williams of Fernwood Women's Health Clubs. Though I don't think they've stayed as home-based businesses!

This book is well set out, easy to read and a must for anyone wanting to start a new business – including mummies.

*Reviewed by Jane Jordan*



### Get a Life

**An inside view of the lives of Entrepreneurs – from around the world**

**Author:** Professor Tom McKaskill

**Publisher:** Wilkinson Publishing

Tom McKaskill has written a range of books on how to be an entrepreneur. In this one he shows the very personal side of those who fit the entrepreneur mould. In the first few pages McKaskill describes a preliminary session he gives to budding entrepreneurs as he states emphatically 'Entrepreneurs don't wear ties!'

And this basically sets the tone for the rest of the book. It attempts to explore the workings of the entrepreneurial psyche though quoting a series of entrepreneurs on a range of topics, including how they started, why they do it, what it feels like to be constantly misunderstood, what it feels like to be involved with an entrepreneur both as an employee and a family member, and why they wouldn't have their lives any other way.

Though this may disappoint many an aspiring entrepreneur, at the end of the day it seems according to McKaskill entrepreneurs are born not made.

The book is an intriguing read. For an entrepreneur it would validate their chaotic lifestyles, for those who live with/work with entrepreneurs it would help them understand the beast.

Not a 'how to' book. Recommended to those who love the terror of the unexpected.

You'll understand yourself a bit better after this read.

*Reviewed by Jane Jordan*