



# The Most Successful Small Business in The World: The Ten Principles

By Michael E. Gerber

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**A unique guide for the crucial start-up phase of a business**

So much attention goes to business practice and operation, yet the majority of ventures still fail. One area often overlooked is preparation. Too few entrepreneurs ask themselves, what are you supposed to do *before* you start your start-up?

*The Most Successful Small Business in The World* gives you Michael E. Gerber's unique approach to thinking about the meaning of your company by applying his ten critical steps; a process you must go through long before you ever open your door. With these simple principles, based on expert Michael Gerber's years spent helping countless entrepreneurs, you'll take the essential first steps to lay the groundwork for building what Michael E. Gerber calls The Most Successful Small Business In the World!

- Author Michael Gerber has coached, taught, or trained more than 60,000 small businesses in 145 countries
- Free Webinar with Gerber for book purchasers
- Gerber's Ten Principles cover everything from defining the meaning of your company, teaching you how to think about systems, the importance of differentiation, perfecting the people within your business, acquiring clients, and more

If you're ready to make your business dream more than just a reality, and resolve to do something bigger than you ever imagined, *The Most Successful Small Business In The World* will provide you with a stunningly original process for thinking yourself through it. Yes, you too can create *The Most Successful Small Business In The World*...Michael E. Gerber will show you exactly how to do it.

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### **Editorial Review**

#### **Review**

'Gerber's books never disappoint. These Ten Principles help you dig in to create newer, bigger ideas during our deeply troubled times, ultimately producing a great renewal of mind, of body, of spirit, and leading to a new operating system where anything is possible and growth is built into the culture.'

Stephen M. R. Covey, author of the New York Times and#1 Wall Street Journal bestseller The Speed of Trust

'This book doesn't just describe great business principles, it MAKESbusiness history. Your economic survival hinges on you reading this book!'

Jack Canfield, coauthor of the New York Times #1 bestselling Chicken Soup for the Soul® series and author of The Success Principles

'Gerber is the master in giving us the essence. Every business begins small, then grows and endures in accordance with its founding principles. His new book scores a perfect 10!'

Denis Waitley, author of The Psychology of Winning

'New books recycle old ideas. This one is brand-new thinking for our deeply troubled times. Gerber takes on the tough issues of the day, and provides liberating insight and compelling principles on creating small business success in any economic or political environment.'

Dr. Ivan Misner, New York Times bestselling author and founder of BNI

'Entrepreneurship has been the high road to success and satisfaction for 200 years. In this book, Michael shows you how to start and build your own business better and more meaningfully than you ever thought possible. Good Luck!'

Brian Tracy, bestselling author of The Psychology of Achievement --.

#### **From the Inside Flap**

#### **Before you launch your start-up, begin with Gerber**

All too often, entrepreneurs begin a small business to create a sense of security. They become sole proprietors or perhaps employ only one or two people. The business becomes a perpetual existence, like a mechanic, a doctor, a therapist, or a retailer who does the same thing over and over again to generate a stream of income. The small businessperson fails to grow, marking time by repeating the same service in a perpetual cycle throughout the life of the business.

Gerber's ten principles will help you to break out of this vicious cycle before it starts in your new business. He'll help you to embrace the energy of exploration with a road map for taking your vision beyond the obvious. Only then can you build a company that provides continuous fulfillment and personal growth, and can expand its income, services, and positive contributions to your employees and community.

This is the first and only official guide to using Alibaba.com safely and profitably. Licensed and supported by the company—with a Foreword by founder Jack Ma—this is the one guide you know you can rely on.

Gerber's ten principles will help you to:

- Identify your company's essential "system"—its highly differentiated way of doing business that will be the cornerstone of your success
- Build a business of great imagination; a self-reliant "reach" that will create economic certainty in any climate
- Create a center of growth and learning for your employees, that will in turn develop your business beyond any standard that formerly existed
- Instill a higher purpose that can move yourself, your business, and your customers to greater levels of fulfillment and growth

From identifying opportunities to viable business design to field-testing your ideas, Gerber offers a dynamic message for creating *the most successful small business in the world*—not only providing you with economic certainty, for which he believes all persons are capable, but empowering you to achieve your fullest potential.

#### From the Back Cover

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