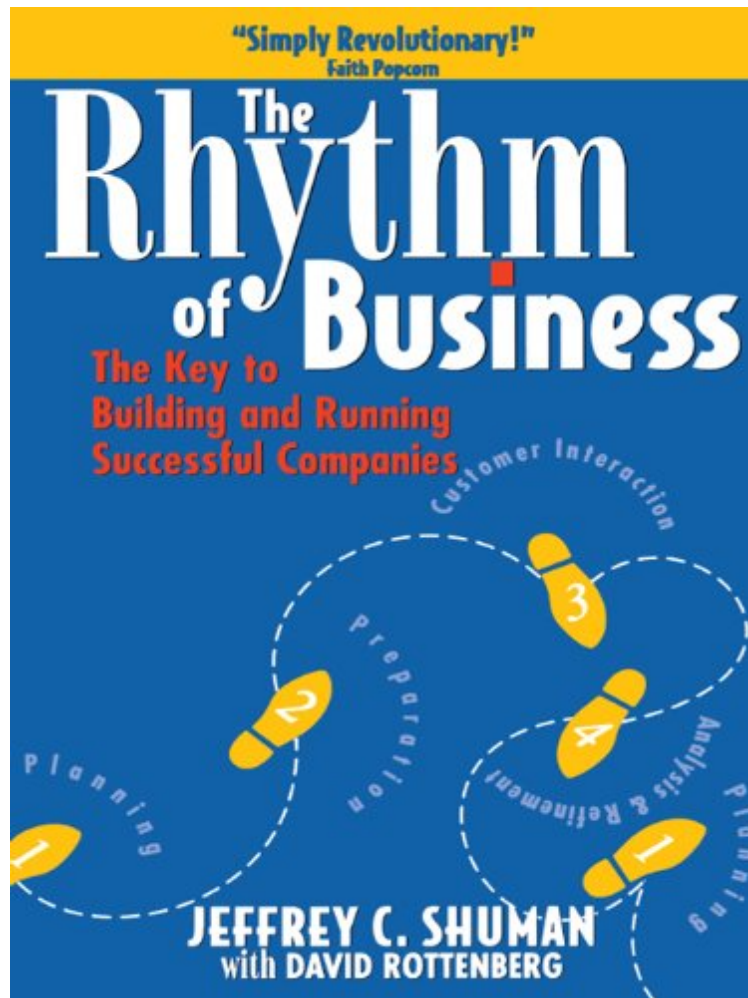


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The Rhythm of Business

David Rottenberg, Jeffrey C. Shuman
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David Rottenberg, Jeffrey C. Shuman : The Rhythm of Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rhythm of Business:

1 of 1 people found the following review helpful. Excellent read for the entrepreneurBy Winston KotzanMany entrepreneur books focus on stories of companies that grew out of the need for an "unseen" market. The typical entrepreneurial story consists of individuals who recongized a need unfulfilled and started a business based on servicing that need. "The Rhythm of Business" introduces an alternative concept - that starting a business in an already pioneered market is also good thing. "The Rhythm of Business" is based on the principle that customer interaction is the most critical part of running a company.The author uses the analogy of comparing business decisions to a dance. Most companies that startup usually have to modify their original "vision" in order to become successful. That is the rhythm of business - adjusting your business to meet the real demands of the customer. Mr. Shuman stresses that when starting up a company, before going into full scale business the entrepreneur must first do a series of "customer

interaction cycles" to get a feel for what the customer really wants. The book follows several examples of startup companies including an entrepreneur named Tim DeMello, founder of a company named Streamline. The book shows that when Tim started Streamline, a home delivery service, he conducted a series of test cycles to determine what kind of products people preferred and how they wanted the products delivered. Through observation, he determined that the best way of delivering his goods to the customer would be via a storage bin outside the customer's home that his company would automatically replenish on a certain schedule. It was convenient for the customer because there was no concern over delivery times or even a need to constantly reorder. This concept evolved through several stages of pretend situations, where Tim used himself as a customer. In addition, this book filled many of the "gaps" of information I had about starting up a company. It provided a non-technical, easy to understand explanation of how you would obtain capital, divide ownership, and hire for your startup company. Reading this explanation clarified for me many of the steps obscured by jargon in business law books. This book is great for any entrepreneur or company manager. It teaches practical concepts and makes you more aware of how to satisfy your customers. I recommend this book to anyone managing or wanting to start up a company. It will save you time, money, and perhaps the success of your business. 0 of 0 people found the following review helpful. A Great Book for Entrepreneurs: Wise Advice By Whippet There is a lot of wisdom and fresh thinking in this book. The authors make a point I haven't seen elsewhere: namely that one key to success in business is developing deep intuition about the ebbs and flows of your business. How to do that? By loving your business, and working hard at it. I won't give away the game, but it's a great book. At \$34 for a Kindle version, I was hesitant to buy it, but it was cash well spent. I'll come back to this book again and again, I can tell. It has a lot of wisdom in its pages. Highly recommended! 0 of 0 people found the following review helpful. Five Stars By Customer Perfect vey helpful

The Rhythm of Business identifies and describes the natural development process which all successful business people use intuitively when starting and running a business. Once you understand The Rhythm of Business, you will never feel lost or out of sync, no matter what business you are in, because The Rhythm of Business incorporates a process with concrete steps to attain business success applicable for any business. A lot of business books deal in 'tips.' This book deals with the most fundamental principles in business. Fundamental principles might not sound interesting to someone who is trained to think in terms of the practicalities of daily business life, but, in fact, The Rhythm of Business is the most practical, down-to-earth business book you will ever read! Jeffrey C. Shuman has crafted a unique career as an entrepreneur, consultant, business professor, and author. He is considered a leading expert in the emerging field of entrepreneurial studies. His courses in entrepreneurship at Bentley College tap state-of-the-art knowledge about business creation. His writings include dozens of articles and a book on entrepreneurs and the business creation process.

From Publishers Weekly Entrepreneurs, especially first-timers, are often frustrated with the start-up process. Not only is setting up more time consuming than anticipated, but a business takes unexpected detours as its founder tries to get it to respond to its customers' needs. Instead of complaining about this situation, argues Shuman, a business professor at Bentley College in Massachusetts, entrepreneurs need to accept and even celebrate it. While exploring issues that they may face everyday--e.g., cash flow, marketing--Shuman, writing with freelancer Rottenberg, stresses that every business goes through "a natural development process" that involves creating a product, testing and refining it, then repeating the process. After a while, stresses Shuman, an entrepreneur develops a feel for the "rhythm" and can respond accordingly. Shuman gives many examples of companies that began in one direction only to be forced by the rhythm of their particular business to go in another. This book will interest those who wish to disregard conventional wisdom. Copyright 1997 Cahners Business Information, Inc. 'Simply revolutionary! The Rhythm of Business is one of the rare business books that understands the soul of a revolutionary idea. Jeffrey Shuman disciplines, but doesn't extinguish, the radical, rule-breaking instincts of pure entrepreneurship. Armed with The Rhythm of Business, and guided by the trends we've developed at BrainReserve, entrepreneurs can calibrate their dreams for maximum success.' Faith Popcorn, author, Clicking and The Popcorn Report 'Jeffrey Shuman has taken what was once the realm of instinct and intuition and put it in a framework that anyone can understand and follow. I highly recommend The Rhythm of Business to anyone who wants to start and grow a business. Very few business books deliver on what they promise. The Rhythm of Business is one of those few.' Judy George, Chairman CEO, Domain 'Jeffrey Shuman has written a gem of a book.' - Business Journal "I wish I had this book when I started-to help me through the stress and the anxiety and the fear" - Judy George, founder of Domain Inc. . . will provide the inspiration necessary to follow your gut feelings in developing a product or service - Westwood Press This book will be useful for newcomers exploring the world of entrepreneurial business and be of interest to those who enjoy disregarding the conventional wisdom of management theory. - Westwood Press