

Entrepreneurial Insanity In The Dry Cleaning Business When Doing The Same Things Do Not Produce Different Results

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Kevin Dubois. HANOVER, Mass. — Kevin Dubois, president/CEO of Lapels Dry Cleaning, has co-authored a new book that he says demonstrates how current and prospective dry cleaners can take an entrepreneurial approach to their business rather than becoming an owner tied to their store day in and day out. In Entrepreneurial Insanity in the Dry Cleaning Business, Dubois and co-author Roger McManus have created what they say is a road map for current and prospective dry cleaners to achieve a ...

Lapels CEO Tackles 'Entrepreneurial Insanity' | American ---

"Entrepreneurial Insanity in the Dry Cleaning Business" by Lapels Dry Cleaning CEO Kevin Dubois and Roger McManus, available on Amazon.

Roger McManus, a battle-scarred, veteran entrepreneur, collaborates with Kevin Dubois one of the dry cleaning industry's brightest stars, to develop an entirely different perspective on the subject of dry cleaning business ownership. "Entrepreneurial Insanity in the Dry Cleaning Business hits home for those who 'walk the walk,'" comments co-author McManus. The book challenges the owners of dry cleaning businesses to look at whether they are limiting their scope to that of a "small business" or they have expanded their view to be that of an entrepreneur. It defines the question and describes how a dry cleaner can tell the difference between small business ownership and entrepreneurship. And, surprisingly, the analysis is less about money than it is about attitude. This is all about operating systems that allow a business to run. If the systems are in place, the owner is almost irrelevant. "When the right systems are in place, the owner," Dubois quips, "can essentially manage the business from an iPhone." The book challenges the owners of dry cleaning businesses to keep their personal involvement in perspective, and to get real about the business! The ideas in this book will forever change how the motivated dry cleaner will view his or her profession - and life. The concept behind Entrepreneurial Insanity rests on that premise; love what you do, but work toward having a life and a business that are separate entities. Chances are very good that someday these two entities will want (or need) to take divergent paths. This book lays out the case for, and the strategy by which, professional dry cleaners can grow their business and regain their freedom. This book is the product of "entrepreneurial insanity." Growth is the only cure.

"As unique as it is valuable, [8 Patterns of Highly Effective Entrepreneurs] achieves where so many business books fail. It provides practical advice for individuals . . . [I]t delivers what few business books ever aspire to achieve—wisdom regarding business and decision making, within a special context: start-up firms." —From the Foreword by Carl Schramm, president and CEO, Ewing Marion Kauffman Foundation At age seven, Cameron Johnson sold tomatoes door-to-door from his family's farm. Pete Amico quit his job on his first day because he didn't feel like taking orders from his boss.Greg Herro built a successful business selling diamonds made from the carbon extracted from ashes. If any of these people remind you of yourself, you just might have the kind of personality to take the small business world by storm. In 8 Patterns of Highly Effective Entrepreneurs, Brent Bowers reveals the eight patterns that highly successful entrepreneurs share—and what we can learn from them. In covering small business for decades at the Wall Street Journal and the New York Times, Bowers has chronicled the rise and fall of hundreds of start-ups. In this book, he draws on extensive interviews and research, as well as on the experiences and expertise of business consultants, venture capitalists, academia, and the entrepreneurs themselves, to describe the key characteristics shared by dozens of successful small-business owners and their companies. Among them: The ability to spot and seize opportunities An overwhelming urge to be in charge coupled with a gift for leadership The flexibility to come up with creative, out-of-the-box solutions to problems or obstacles Incredible energy and tenacity in the pursuit of their goals Unwavering faith in their business The ability to take smart risks The ability to bounce back from setbacks and see failure as just one step on the path to ultimate success This book offers invaluable lessons and insights for anyone thinking about starting a business or attempting a start-up a second or third time.

Navigate! From Taiwanese gangsters and high-rise hotels to the bitterly cold winters of Prague, Steve Ferreira's journey has always been an international one. What he's learned along the way, however, is guaranteed to help you exploit every last ounce of your creative, entrepreneurial energy. THE MOST UNDERUTILIZED ASSET IN YOUR PROFESSIONAL ARSENAL IS NOT YOUR NETWORK – ITS YOUR CREATIVITY! The entrepreneurial path is simple, if not easy – you're either leading the charge, or you're not leading at all. But how do you navigate the myriad obstacles? How do you master B2B relationships? And in a market saturated with capable professionals, what can YOU DO to stand out? In his latest work, Navigating B2B, solopreneur Steve Ferreira – a USA Today best-selling author – weaves a tapestry of hilarious, powerful and profound stories of some his most impactful, albeit unorthodox, business lessons learned from a life played for keeps. Keep reading to: Understand how elements of theatricality are an asset in professional relationships Bypass the naysayers and get your message to the right set of decision makers Circumvent the pesky "no's" by proving your inherent value upfront Leverage the power of pro-bono work as a pre-closing mechanism in sales Improve your interpersonal communication through targeted, repetitious practice Learn how to formulate, execute and implement your business plan within the framework of an existing system first, before striking out on your own Develop the mental fortitude to accept rejection without internalizing the result as a measurement of your entrepreneurial worth To reach the highest levels of professional success, there's no getting around it – you're going to have to embrace the unconventional! Master your creativity, charisma and communication by transforming the way you approach your relationships! Get your copy of Navigating B2B today!

"Based on in-depth interviews with more than 200 leading entrepreneurs, [including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, JetBlue, Gilt Group, Theranos, and Dropbox], a business executive and senior fellow at [the Harvard Kennedy School] identifies the six essential disciplines needed to transform your ideas into real-world successes, whether you're an innovative manager or an aspiring entrepreneur"--

Mutual-fund superstar Peter Lynch and author John Rothchild explain the basic principles of the stock market and business in an investing guide that will enlighten and entertain anyone who is high-school age or older. Many investors, including some with substantial portfolios, have only the sketchiest idea of how the stock market works. The reason, say Lynch and Rothchild, is that the basics of investing—the fundamentals of our economic system and what they have to do with the stock market—aren't taught in school. At a time when individuals have to make important decisions about saving for college and 401(k) retirement funds, this failure to provide a basic education in investing can have tragic consequences. For those who know what to look for, investment opportunities are everywhere. The average high-school student is familiar with Nike, Reebok, McDonald's, the Gap, and the Body Shop. Nearly every teenager in America drinks Coke or Pepsi, but only a very few own shares in either company or even understand how to buy them. Every student studies American history, but few realize that our country was settled by European colonists financed by public companies in England and Holland—and the basic principles behind public companies haven't changed in more than three hundred years. In *Learn to Earn*, Lynch and Rothchild explain in a style accessible to anyone who is high-school age or older how to read a stock table in the daily newspaper, how to understand a company annual report, and why everyone should pay attention to the stock market. They explain not only how to invest, but also how to think like an investor.

What if Life Wasn't About 50 Years of Wage-Slavery, Paying Bills and then Dying? Tired of sleepwalking through a mediocre life bribed by mindless video-gaming, redemptive weekends, and a scant paycheck from a soul-suffocating job? Welcome to the SCRIPTED club— where membership is neither perceived or consented. The fact is, ever since you've been old enough to sit obediently in a classroom, you have been culturally engineered for servitude, unwittingly enslaved into a Machiavellian system where illusionary rules go unchallenged, sanctified traditions go unquestioned, and lifelong dreams go unfulfilled. As a result, your life is hijacked and marginalised into debt, despair, and dependence. Life's death sentence becomes the daily curse of the trivial and mundane. Fun fades. Dreams die. Don't let life's consolation prize become a car and a weekend. Recapture what is yours and make a revolutionary repossession of life-and-liberty through the pursuit of entrepreneurship. A paradigm shift isn't needed—the damn paradigm needs to be thrown-out altogether. The truth is, if you blindly follow conventional wisdom pushed by conventional people living conventional lives, can you expect to be anything but conventional? Rewrite life's script: ditch the job, give Wall Street the bird, and escape the insanity of trading your life away for a paycheck and an elderly promise called retirement. UNSCRIPT today and start leading life— instead of life leading you.

From entrepreneur and celebrity hairstylist Jen Atkin comes a smart and spirited guide to finding your voice and creating the life and career you deserve—along with a behind-the-scenes look into Jen's own wild and wonderful road to success. Hailed by the New York Times as “the most influential hair stylist in the world,” Jen Atkin is a celebrated businesswoman, influencer, and stylist and friend to A-list celebrities like the Kardashians-Jenners and Chrissy Teigen. But Jen's success didn't arrive overnight. Her glamorous, jet-setting lifestyle came from years of hard work, humility, and hustle. In *Blowing My Way to the Top*, Jen shatters the illusion of effortless, instant success that permeates social media to reveal the sweat, dedication, and drive it really takes to make it. In this inspiring, insightful, and laugh-out-loud funny book, Jen chronicles her remarkable journey and shares what she's learned along the way. From growing up in a conservative Mormon community where girls were discouraged from pursuing their ambitions, to striking out on her own and finding success on the celebrity style circuit, to building the cult-status brand OUAI—Jen reveals with refreshing candor the lessons, mistakes, and memorable moments that have paved her road to success. Jen also offers insight into the values that have allowed her to thrive in the modern, digital landscape, including the importance of creating authentic content, investing in community, and building social conscious into the ethos of a business. And as a trailblazer in a male-dominated industry, Jen speaks frankly about the challenges she's faced and provides crucial advice for other women, from the importance of running your business like a feminist to building camaraderie amid the competition to learning to navigate the work and life issues that impact women most. At the end of the day, Jen has one simple message: If I can do it, you can too. *Blowing My Way to the Top* is destined to become the must-read career guide for a new generation, empowering readers everywhere with the permission to dream big—and the tools to make those dreams a reality.

Most Unlikely to Succeed No one who charted Bruce Halle's early years would predict that the poor kid from New Hampshire might achieve greatness as an adult. Challenged in school and growing up in a struggling family, Halle looked like every other kid who would leave high school in the 1940s and disappear into a factory. Instead, Halle created one of America's most respected companies, rose to join the Forbes magazine list of the four hundred richest Americans and serve as the role model for the ordinary Joes who seek out success at Discount Tire Company. Six Tires, No Plan maps Halle's journey out of poverty and failure and reveals the deceptively simple values that drive success for him, his company and thousands of employees. Key among those principles is Halle's commitment to passing on his good fortune to the thousands of employees who serve his customers every day. This is Halle's true passion, and paying it forward to the ordinary guy is a cornerstone of Discount Tire's ongoing success. Avoiding the spotlight, crediting his employees for the success of the company, Halle demonstrates the incredible power of perseverance and fundamental values to create long-term success. His journey offers a roadmap worth following in both career and life.

"The authors do not hold back." —Booklist (starred review) "The palpable desperation that pervades the plot...feels true, giving it a chilling air of inevitability." —Publishers Weekly (starred review) "The Shustermans challenge readers." —School Library Journal (starred review) "No one does doom like Neal Shusterman." —Kirkus Reviews (starred review) When the California drought escalates to catastrophic proportions, one teen is forced to make life and death decisions for her family in this harrowing story of survival from New York Times bestselling author Neal Shusterman and Jarrod Shusterman. The drought—or the Tap-Out, as everyone calls it—has been going on for a while now. Everyone's lives have become an endless list of don'ts: don't water the lawn, don't fill up your pool, don't take long showers. Until the taps run dry. Suddenly, Alyssa's quiet suburban street spirals into a warzone of desperation; neighbors and families turned against each other on the hunt for water. And when her parents don't return and her life—and the life of her brother—is threatened, Alyssa has to make impossible choices if she's going to survive.

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