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Rough Air Ahead: The Life Cycles of Small Business

By Vincent C. Lewis

AuthorHouse. Hardcover. Book Condition: New. Hardcover. 232 pages. Dimensions: 9.0in. x 6.1in. x 0.8in. Several years ago I was on a plane flying to Europe to work on building the distribution network for our family business. As we were flying over the Atlantic, I was finishing my dinner and watching the first movie of the flight when the pilot came on with a standard announcement that frequent fliers hear all the time: Ladies and gentlemen, I have had to illuminate the fasten seat belt sign because we are getting indications there will be some rough air ahead. I thought about that for a minute and the number of times I had heard that announcement over an aircraft PA system, and it struck me what an appropriate analogy it was for those operating their own small business. No matter where you fly, or what airline you fly, if you are in the air for any extended period of time you will hear that announcement. Every time you hear it that feeling of slight discomfort occurs—not panic or extreme stress, just slight discomfort and the thought that you hope this does not last long. All small business owners, whether they are a one-man...



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Reviews

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