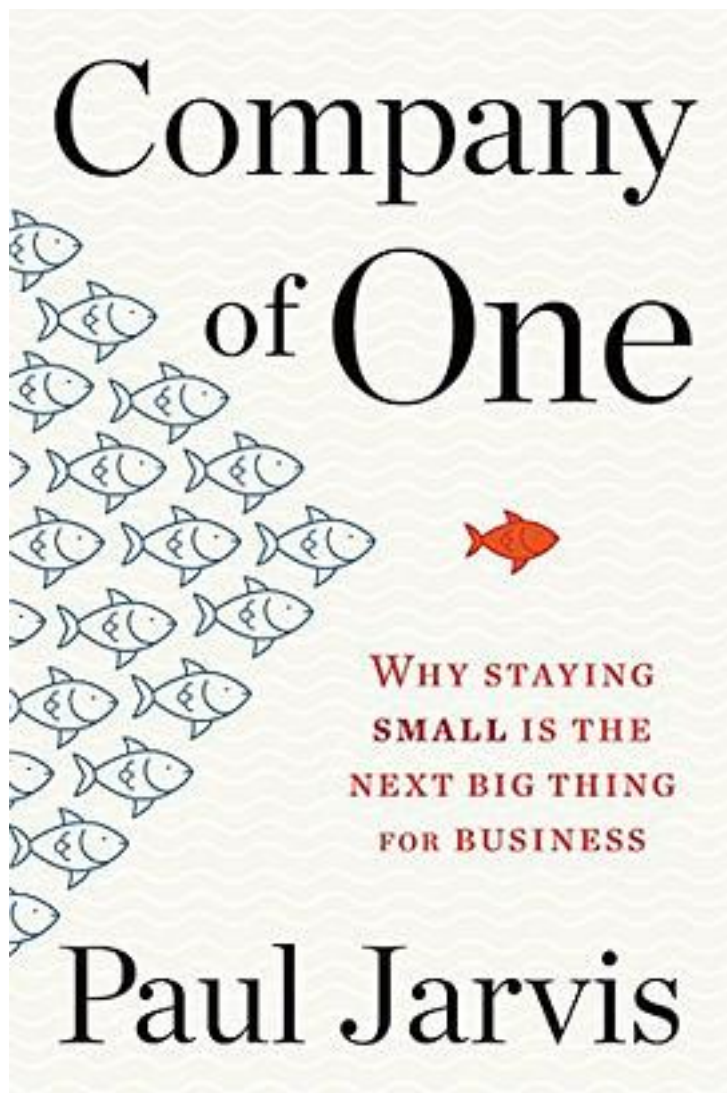


# Company of One



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著者:Paul Jarvis

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What if the real key to a richer and more fulfilling career was not to create and scale a new start-up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better—and smarter—solution is simply to remain small? This book explains how to do just that.

Company of One is a refreshingly new approach centered on staying small and avoiding growth, for any size business. Not as a freelancer who only gets paid on a per piece basis, and not as an entrepreneurial start-up that wants to scale as soon as possible, but as a small business that is deliberately committed to staying that way. By staying small, one can have freedom to pursue more meaningful pleasures in life, and avoid the headaches that result from dealing with employees, long meetings, or worrying about expansion. Company of One introduces this unique business strategy and explains how to make it work for you, including how to generate cash flow on an ongoing basis.

Paul Jarvis left the corporate world when he realized that working in a high-pressure, high profile world was not his idea of success. Instead, he now works for himself out of his home on a small, lush island off of Vancouver, and lives a much more rewarding and productive life. He no longer has to contend with an environment that constantly demands more productivity, more output, and more growth.

In Company of One, Jarvis explains how you can find the right pathway to do the same, including planning how to set up your shop, determining your desired revenues, dealing with unexpected crises, keeping your key clients happy, and of course, doing all of this on your own.

作者介绍:

As a corporate tech designer and internet consultant, Paul Jarvis spent years working with professional athletes like Warren Sapp, Steve Nash and Shaquille O'Neal with their online presence, and with large companies like Yahoo, Microsoft, Mercedes-Benz and Warner Music. He then migrated to working with online entrepreneurs like Marie Forleo, Danielle LaPorte, and Kris Carr to help build their brands. Since becoming a company of one, he spends his time writing, podcasting, and creating online courses for more than 10,000 students. He lives with his wife on an island off the coast of Vancouver.

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标签

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## 评论

书的序言和官网写得比较高大上，不过读起来有些枯燥，主要是作者的观点加对应的案例；绕来绕去给我的感觉是如果你想做什么，放胆去做就行了，不要被世俗的标准束缚。关键规则就是“控制增长”。

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毕竟是家属买给我的书，出于礼貌读完了。不是说写的不好，就像评论说的没啥干活，而且我已经持同样观点，不需要被说服了

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没啥干货

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鼓吹不要一味扩大公司规模，提倡小而美的个体户。

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在2019年提出这个概念已经不算新鲜了。如果已经深信 scaling up is not the only option 的话，那么这本书基本上可以不看了，否则可以读一读加强点信心。

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【藏书阁打卡】几乎一晚上看完，可能不是看，而是刷，时不时会有这样的小书，带着另一种眼光去看资本的世界，然后配套地把已有的知识组合一下再讲一遍。作者一开始做网站，后来便什么都做，在网络上讲课，写博客，跟各种公司合作。他主张建立小而可持续的公司，相比提出新创意拿着项目书去找投资，作者更鼓励自己做做看，从最小的几乎无成本的事情开始，慢慢建立信用，建立稳定的客户群。总之在他描述时，我反而想到了那些资本主义大规模生产之前的小型商业，自给自足，野心不大，但也可以养几代人，但如今这样的生意几乎没有了。所以我其实很怀疑作者说的这种理想状况，可能是小到成为资本追捕的漏网之鱼？也可能作者只是主张创业界的断舍离？总之，新知识和内容并不多，有一些网络时代营销的金句“你卖的不是产品而是生活”之类，但总体乏善可陈。

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鸡汤 逻辑也有些问题

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挺浅显易懂的，没啥大道理。

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怎么做”一人公司“，这么做的原因和一些操作建议

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## 书评

核心内容：其实做公司不用做大做强，做好一个一人小公司也很好。比如作者自己的公司，和作者了解的其他一些公司。怎么做呢。核心就是找大公司不太擅长做好的领域，做个人对个人的有人性化的服务。让客户感受到人性的温暖之后开心付钱。比如说多一些贴心关怀，用教育代替推广， ...

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