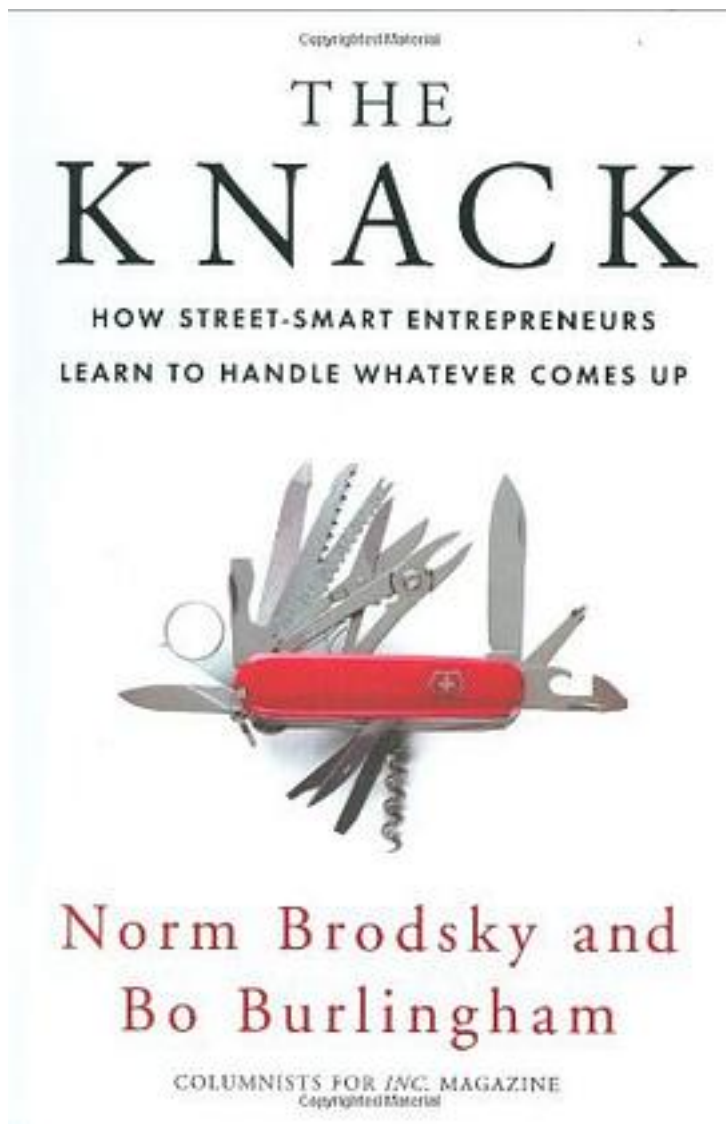


The Knack



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People starting out in business tend to seek step-by-step formulas or specific rules, but in reality there are no magic bullets. Rather, says veteran entrepreneur Norm Brodsky, there's a mentality that helps street-smart people solve problems and pursue opportunities as they arise. He calls it "the knack" and it has made all the difference to the eight successful start-ups of his career.

Brodsky explores this mind-set every month in Inc. magazine, in the hugely popular column he co-writes with journalist and author Bo Burlingham (best known for his acclaimed book *Small Giants*). In both their column and now their audio book, they tell stories about real companies facing real challenges, and tell listeners how to apply "the knack" to their own businesses.

Brodsky and Burlingham offer essential advice such as:

- Follow the numbers-that's the best way to spot problems before they become life threatening
- Keep focus ing on your real goal-it's amazingly easy to get sidetracked by secondary concerns
- Don't get so close to the problem that you lose all perspective

Brodsky and Burlingham prove that street smarts and business acumen can be within any entrepreneur's reach.

作者介绍:

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