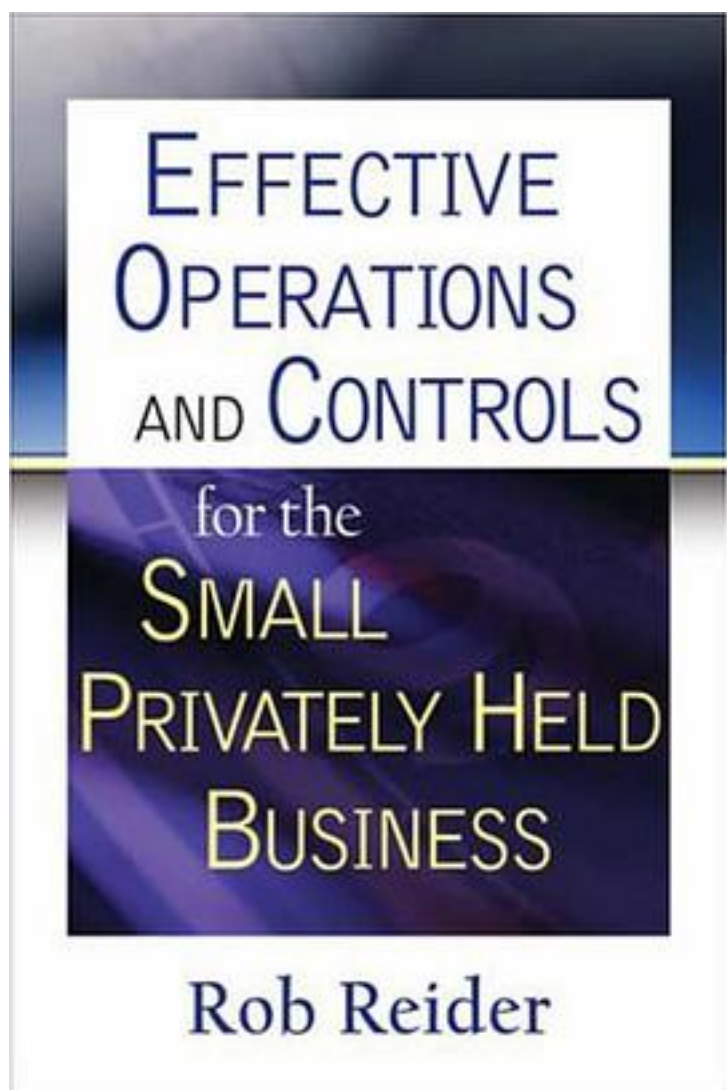


Effective Operations and Controls for the Small Privately Held Business



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"Rob Reider is the ultimate 'on-target' consultant to the small business. Whether you are just starting out or have been in a small business for years, this book is a must-read. It is concise, clear, organized and addresses the management, financial, and personnel issues that confront and often destroy small business--eighty percent of all the businesses in America."--Tom Torgerson, CPA, President, Torgerson Associates Management and Financial Consultants

"Dr. Reider's emphasis on first understanding the small business environment and then identifying and integrating individual business goals addresses a critical entry point for new business owners. His detailed advice around realistic issues emphasizes a solutions-based orientation that provides even the novice with keys to successful business practices."--Linda Lippitt, PhD, Director, Learning Legacies

"Rob Reider is an experienced consultant, seminar facilitator, and author who has written an important book for small business owners and managers. The topics included are relevant to privately owned business managers who consider their organizations to be 'small businesses' regardless of their actual sales volume. This is a book that should be on the bookshelf of every businessperson with responsibility for the management of a small privately owned business."--Peter B. Heyler, PBH Executive Services

"(This book) is an excellent resource not just for the small business owner, but also for colleges and universities. Any higher education institution that has a business program entrepreneurial component will find this book invaluable."--Steve C. Martinez, PhD, Director, New Mexico Highlands University, Santa Fe and Espanola Centers

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