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# Your Company Sucks: It's Time to Declare War on Yourself

Mark Stevens

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"This is a book that every  
business owner needs to read."  
— Dennis Curtin, regional owner, RE/MAX

# Your company sucks.

(see inside for details on what to do about it)

MARK STEVENS

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**Mark Stevens : Your Company Sucks: It's Time to Declare War on Yourself** before purchasing it in order to gage whether or not it would be worth my time, and all praised Your Company Sucks: It's Time to Declare War on Yourself:

0 of 0 people found the following review helpful. Good fast read....By M. TezakGood book. I could see my current company and past companies in the book. Makes you think on what you can do better.2 of 3 people found the following review helpful. You know who else burned books?By George EliseoWow, I thought the era of censoring books and speech was long past, in the United States anyway. I hear they still have government censorship in

backwards places like China, Saudi Arabia, and Canada. Hey, remember all those movies and vitriolic screeds against black lists and enemies lists and shouts of "McCarthyism"? Guess it just depends on who's in the White House. I'm interested in starting my own company in the near future, but I bought this book mainly to support, ah shoot, what was that thing called again? Oh right, the first amendment. Plus the author's got brass and seems like men with brass are pretty rare these days, so I like to reward that. I'm just saying...3 of 4 people found the following review helpful. This man will not be intimidatedBy Mark SherThanks Yolanda! Yes this man went on national television to defend his rights to choose his own advertisers and not be intimidated by a politically organized and coordinated attack on a radio show he advertises on. Good for him. I just bought the book thanks to you Yolanda and will recommend to as many people as I can. Mark won't be intimidated and neither will the rest of us.

It's every businessperson's nightmare: his or her company is failing, dysfunctional, stuck in neutral, and/or is disappointing overall, from the finances to the customer feedback. Put bluntly;but candidly;the company sucks. That's the bad news. The good news is that it doesn't have to be that way. Every business can rebound from its lows, regain its momentum, thrill its customers, and be the source of pride and profits its owners and shareholders seek. This U-turn must begin with you, the owner or senior manager, declaring war on yourself. You must face the fact that the malaise the business suffers from is ultimately your responsibility and your doing, and even more important, that it will not be rectified unless you take the lead. Face the hard truth. Take the difficult actions. Demonstrate determination, creativity and resolve. This insightful book makes three points clear: 1. The key to long term business success is for the leader to declare war on him/herself so that the company never rests on its laurels. 2. Only four factors lead to business failure/decline/lack of growth/dysfunctionality. Identifying and addressing these plagues is the focus of the war. 3. Customer satisfaction is a curse in disguise. The overwhelming need is to thrill your customers/clients. Your Company Sucks pulls back the curtain on business performance to reveal the four reasons businesses decline. It identifies your company's red flags, and provides a powerful and innovative methodology to transition from failure to flourish. It's not too late to turn your company around;go from sucking to soaring!