

## Book Review by Malcolm Abel

Title: "The 7 Irrefutable Rules of Small Business Growth

Author: Steve S. Little

Publisher: John Wiley and Sons, Inc.

Length: 236 pages

Price: 18.95

Reading Time 4-5 hours

Reading rating: 6 (1 = very difficult; 10 = very easy)

Overall rating: 3 (1 = average; 4 = outstanding)

Small business has always been a vital part of America. But today, small businesses are the core of the sustainability of a much needed growth economy. "This book targets those who want to grow their business."

The author begins with the bad news and the good news. The bad news includes the 5 most misleading myths about small business, such as, "Business owners have more independence." The good news is the 4 encouraging signs, such as, ""The government increasingly loves small business."

The author somehow feels the need to insert a chapter on determining whether or not one is an entrepreneurial type. The only helpful parts of this chapter, however, are the 10 attributes of the effective growth entrepreneur.

Each of the chapters on the 7 irrefutable rules are followed with "Suggested next Steps" These are probably the most helpful parts of the book, as most readers are going to be interested in what is next.

For example, in Rule 4, "Develop customer driven processes," the author points out that the key to growth is mastering the process of acquiring and retaining customers. Then, in the "Suggested Next Steps," there is a list of 5 steps to master a customer driven process.

In small business, the hardest part of growing is finding, training, and keeping the best people. It won't be any easier after you've read Rule 6, but the process will be definable and allow you to get the best so that you can let go of day to day functions that makes the small business grow.

While these "7 irrefutable rules" are called irrefutable, all rules are made to be broken. These 7 rules are general courses of action which are important to growing a small business. But the clarity with which you can see your business and grow it in the current economy is only as clear as your sense of purpose.

Malcolm Abel is a professor of business administration and law in the College of Business at Western Carolina University. His scholarly interests include public law,

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