



Run Your Business Like a Fortune 100: 7 Principles for Boosting Profits

Rosalie Lober

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Run Your Business Like a Fortune 100: 7 Principles for Boosting Profits Rosalie Lober **WHAT YOU MUST KNOW TO TURN YOUR PROFITABLE BUSINESS INTO A GREAT ONE**

Your business is profitable. Though you sweat every detail, it's too easy for customers and employees to slip away. Meanwhile, you're tempted by new markets and threatened by upstarts.

This is the world of Rosalie Lober's *Run Your Business Like a Fortune 100* where successful entrepreneurs either get big or go home. Dr. Lober reveals how your profitable small or mid-size business can get to the top and stay there. Her PROFITS principles spring from the best practices of giant corporations that invested millions of dollars and many years in their development.

Dr. Lober shows how companies like yours can position themselves quickly in tumultuous markets, integrate change faster, operate without bureaucracy, and become more profitable than larger competitors. Tuned to the needs of ambitious growing companies, *Run Your Business Like a Fortune 100* shows you why you have to adopt these winning principles and integrate them across your organization.

"Not since Tom Peters's *In Search of Excellence* has there been an analysis of the best practices of companies from around the world that aspiring entrepreneurs could put to use immediately to transform their own businesses."

-Karen Rands, President, Launch Funding Network, Inc., www.launchfn.com

"Entrepreneurs, owners, and managers of businesses, regardless of annual sales, will find Dr. Lober's book filled with wisdom that works. Fortune 100 firms pay millions each year to management consultants for what Dr. Lober gives you for the price of this remarkable book!"

-J. Preston Jones, DBA, Executive Associate Dean, H. Wayne Huizenga School of Business and Entrepreneurship

"Intrapreneurs and entrepreneurs strive to exploit every opportunity to grow, implement the latest technology, and cut costs at the same time. These goals are usually in conflict, but Lober gives practical advice and examples of how they can all be achieved by following the *Run Your Business Like a Fortune 100* blueprint."

Gerard Callaghan, Managing Director, Bank of America, and Former Managing Director, Global Finance, Citigroup

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