

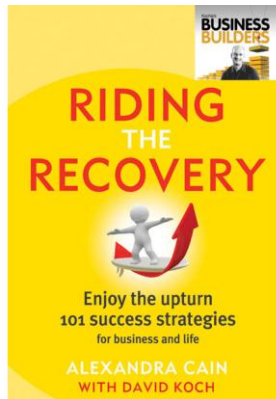


Topics: Business Opportunities

Our Rating: 3/5 

## *Riding the Recovery*

Enjoy the upturn 101 success strategies – Alexander Cain with David Koch



### Accretive Overview

OK – so whether you believe a recovery is around the corner or several years away, there is no reason why you wouldn't want to take a few minutes out of your day to think about how you can better position your business for success.

"Riding the Recovery" by Alexandra Cain and David Koch is a straightforward guide that gives you plenty of ideas on what you could be doing to be successful.

It also can help kick you in the pants if you have forgotten to do a few things you promised last time you sat down to think about business development. Each chapter poses a series of questions which challenge you to think about some of the practical things you can be doing to be ready, such as:

*Simple and easy to read, you are bound to take something away from this book to think about*

- How is your business placed in terms of funding, financial planning and tax management?
- Are you being entrepreneurial?

- What are your growth strategies?
- Super sales techniques
- Keeping a lid on your work/life balance

With simple case studies and examples nothing is lost in translation – the hardest bit for the reader is choosing how to prioritize some of the activities which are suggested.

### Accretive's Key Takeout's:

This is a practical, easy to follow guide. While it is simple, it is not designed to solve all your problems for you

If you have the desire and the patience to work through some of the opportunities listed, you will get some practical outcomes filtering through to your business.