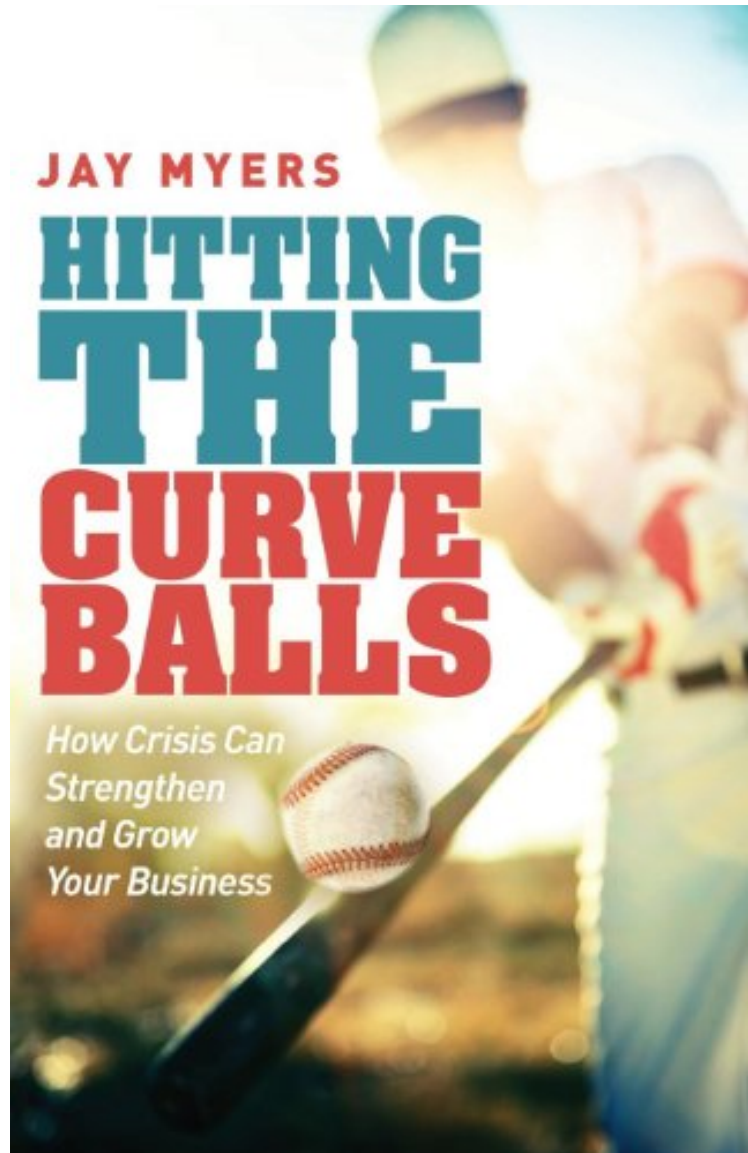


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Hitting the Curveballs: How Crisis Can Strengthen and Grow Your Business

Jay Myers

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Jay Myers : Hitting the Curveballs: How Crisis Can Strengthen and Grow Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Hitting the Curveballs: How Crisis Can Strengthen and Grow Your Business:

1 of 1 people found the following review helpful. Inspiring and instructive!By CustomerBaseball fanatic and technology entrepreneur Jay Myers hits it out of the park with his book "Hitting the Curve Balls." Myers shares

examples of the trials he's faced in building his nationally-recognized business, Interactive Solutions, Inc., and, using strategies from the great American pastime, illustrates how to survive and succeed. It's a fun read, with valuable lessons which apply not only to the boardroom, but to problems we all face everyday.

Mimi Hall Uhlmann, Director of Corporate Recruiting Education That Works at Memphis Catholic High School

0 of 0 people found the following review helpful. What a great read!

By Connie Johnson

What a wonderful read! Sat down to start book and could not put it down. It was both interesting and informative.

0 of 0 people found the following review helpful. The recession is only a part of it

By Bill Piper

I read Myers's first book "Keep Swinging"; a couple years ago and enjoyed the story about setbacks, risk, and pure "hustler" in growing a business. I downloaded the audio version of "Hitting the Curveballs"; and I thought it would be primarily a story about hustling through a tough economy, maintaining perspective, and more technical in nature about running a successful business during the recession. I was really shocked at how much crisis came out of the story well before the economy crashed: dealing with tough professional break-ups, the death of someone close, cancer, losing millions of dollars in production from some key employees, and THEN the blow of the economy. The audiobook listens easily. Comparing it to "Keep Swinging"; the structure shows definite growth from a literary standpoint as a sophomore work, and the story itself is more layered and multi-faceted. Despite my first assumptions about the book being a "hang in there during a tough economy and this is what we did"; read, it turns out to be an energetic story that weaves in the principles that Myers, his family, and his team had to lean on to endure their setbacks and crises; and how they did it. The story is compelling on its own, but it's a solid business read as well. There are plenty of practical concepts to grab from it and apply to your day job; especially if you run a business and/or are in sales.

In *Hitting the Curveballs*, small business owner Jay Myers coaches entrepreneurs to use crises to grow their business by inspiring them to embrace new strategies, including creative employee recruiting methods, niche marketing, using your book as a hook, and much more. Myers tells the story of how he led his own company to more than double its sales to \$25 million from 2007 to 2011, when they lost 80% of their sales team and faced the worst economy in living memory. Buy this book if you want the encouraging voice of an experienced hitter behind you next time you step up to the plate.

"The basic fundamentals that carry one to success against all odds in business are also the fundamentals that carry one to success in family, faith, and all other aspects of life. Jay Myers's journey illustrates this fact, and his candid, honest account of his personal path in *Hitting the Curveballs* is an illuminating look into how courage, character, and perseverance steadied him through the most trying times. What makes *Hitting the Curveballs* special isn't that it's so dissimilar from countless others; rather it is the heartfelt candor with which Jay allows us into his personal path, thoughts, and feelings that compels and inspires others to maintain their own path that makes this a great read."

---Bill Courtney, Star of the 2012 Academy Award-winning documentary *Undefeated*

"Bouncing back from adversity is a real test of character and courage. Clearly Jay Myers has overcome many business and personal challenges and yet maintains such a positive outlook. That is so inspiring for others who face similar challenges. I appreciate his honesty and willingness to share this with others. I highly recommend *Hitting the Curveballs* for every small business owner. Go Yankees!"

---Chuck Wilson, Executive Director, NSCA

"During the four-year period (2007-11) that included the great recession, ISI grew from \$11 million to \$25 million. Jay shares with us the secrets he and his team used to realize this phenomenal growth. In *Hitting the Curveballs*, Jay shares with us proven and tested practical ideas for growing your business in today's challenging economic environment."

---Madan Birla, Author of *FedEx Delivers*

"There is a word in Finnish that is used with pride: SISU. With SISU Finns have managed to build their reputation, be it in music (Jean Sibelius), architecture (Eliel Saarinen), sports (Teemu Selanne), or world politics (President Ahtisaari). Jay Myers tells his own SISU story in *Hitting the Curveballs*: personal, honest, and full of energy."

---Matti Copeland, Chief Curiosity Officer, Founder of www.mcreads.com

"Seeing an entrepreneur enjoying success is like observing an Olympic athlete on the podium with a gold medal. In that moment of admiration, what you don't see is the years of work, great risk endured, adversity overcome, and doubts slayed. In his new book *Hitting the Curveballs*, Jay Myers pulls back the curtain to reveal components of the "all in" commitment required for entrepreneurial greatness. This is a gift; take it. Thanks, Jay."

---Jim Blasingame, Small business expert, author, and syndicated columnist, Host of *The Small Business Advocate* show

"Jay Myers embraces and inspires today's leaders to not just accept trouble as it comes, but to grow through trouble."

---Dr. Phil Bryant, Assistant Professor of Management . Columbus State University