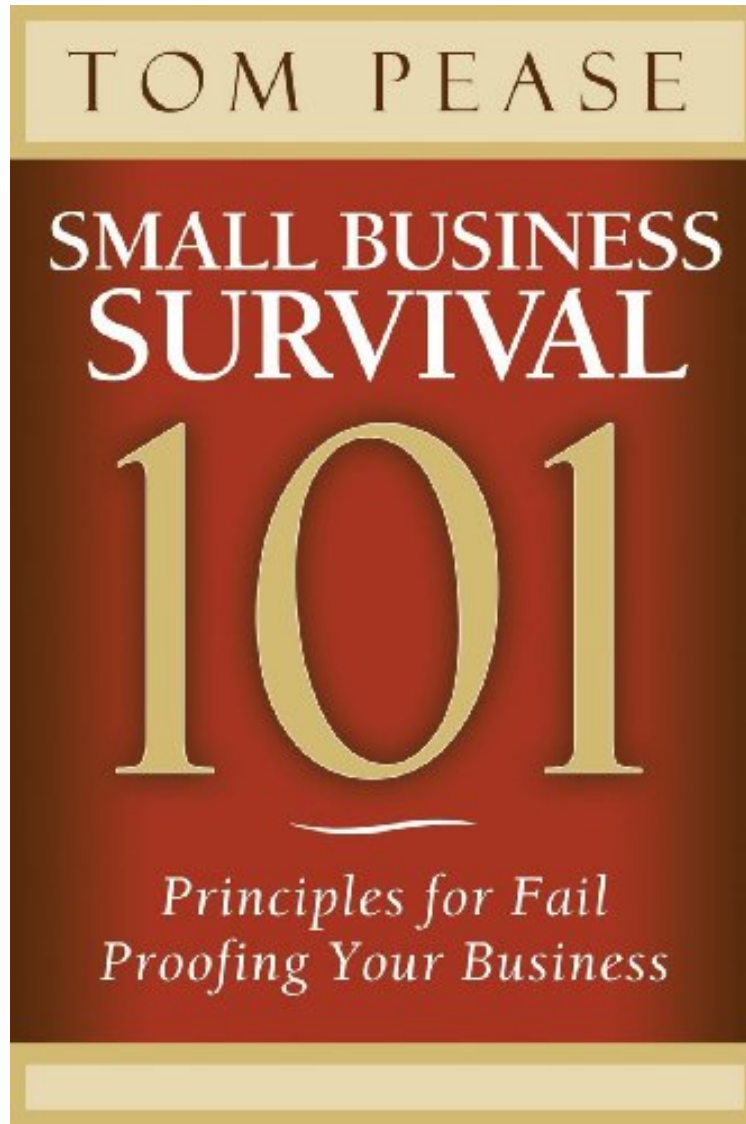


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## Small Business Survival 101: Principles for Fail Proofing Your Business

*Tom Pease*

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**Tom Pease : Small Business Survival 101: Principles for Fail Proofing Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Small Business Survival 101: Principles for Fail Proofing Your Business:

Small Business Survival 101 contains eight broad principles to implement into any small business that help it last. A

sampling includes "It Must Be Easy", "The Leader Gets It Right", "Entrepreneurship by Santa Claus", and "Someone Can Sell". The goal of the book is to make new entrepreneurs and those expanding into new industries, mindful of strategies that are long lasting and those that aren't.

**About the Author** Tom Pease earned a degree in Journalism from the University of Tennessee. He served two years in the Navy and then worked for IBM for six years. In 1981 he began the company he owns and runs. He hosted the radio show "The Technology Hour with Tom Pease", wrote a business column for two years for the Memphis Daily News, and published his first book *Going Out Of Business By Design: Why 70% of Small Businesses Fail*. He is sometimes a guest instructor at the University of Memphis.