

REVIEW



THE FIVE PILLARS OF GUARANTEED BUSINESS SUCCESS

Dr Greg Chapman

Director: Empower Business Solutions

Price: \$24.95 plus \$5.00 p&h

(includes online business tools)

www.fivepillarsbusinesssuccess.com

and www.empowersolutions.com.au

Running a business is a rocky journey. And so, in part 1, Dr Greg Chapman exposes the travels of a hypothetical business to the reader with many signposts and scenarios.

A bit of psychology, a bit of organisational theory and a fair wack of small business theory are mixed to build a picture of birth, life and finally the threat of business extinction. Each chapter has action steps to help the reader link perception with theory and get tangible personal outcomes.

Part 2 describes the five pillars and like part 1, encourages the reader to build their own. But there is a sting. Readers will find themselves being strongly and constantly challenged! Which leads into part 3—the readers own role. Where there is much more to learn through a set of resources that are made available to readers as they take their own, private business journey.

Overall, the book is a very useful tool that any small business owner can use to take themselves out of their comfort zone and toward a brighter future.

Reviewer: Dr Rob Welsh, Business Consultant