



Small Business Creation and Development: Principles and Methods for Establishing Your Small Business

John Michael Donohue

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Throughout this highly researched work, the reader takes an excursion royale through the principles and methods of small business creation and development. Results are immediate, as Donohue shows how the reader can attain an up-and-running business by the close of Chapter Two. This is the first of two volumes in which Donohue rolls out a total business-building system beginning with a clear definition of an individual's business-building goal, recognizing the general conditions influencing business-building and specific standards that signify goal fulfillment. This is not a book for readers lacking the capacity to think or act outside cubicles of safety. Instead, the reader attains the upper limits of enlightenment in the Institutions of Capitalism leading to his or her own self-created personal industry - the goal of the book. The reader will also sense a secondary theme throughout this extraordinary volume. Especially in these times of economic uncertainty, Volume One and its companion methods book, Volume Two, embody a refutation of efforts by many levels of government to deliver the heart and soul of their economies into a declining Socialist spiral, characterized by individual dependence and mediocrity. These are not belief systems shared by true capitalist entrepreneurs, and Donohue lays out the best arguments for the Institutions of Capitalism that result in greater standards of living through individual small business ownership. In Volume Two, scheduled for release by year-end, Donohue unfolds a master business-building system adopting the World Bank's Development Project Cycle merged with the Baldrige Criteria for Performance Excellence, a Kaizen-approach that all business owners and managers can immediately engage to continuously improve their small business projects. Together, Volumes One and Two convey the principles and methods for creating and developing a profitable small business enterprise from simple idea.

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