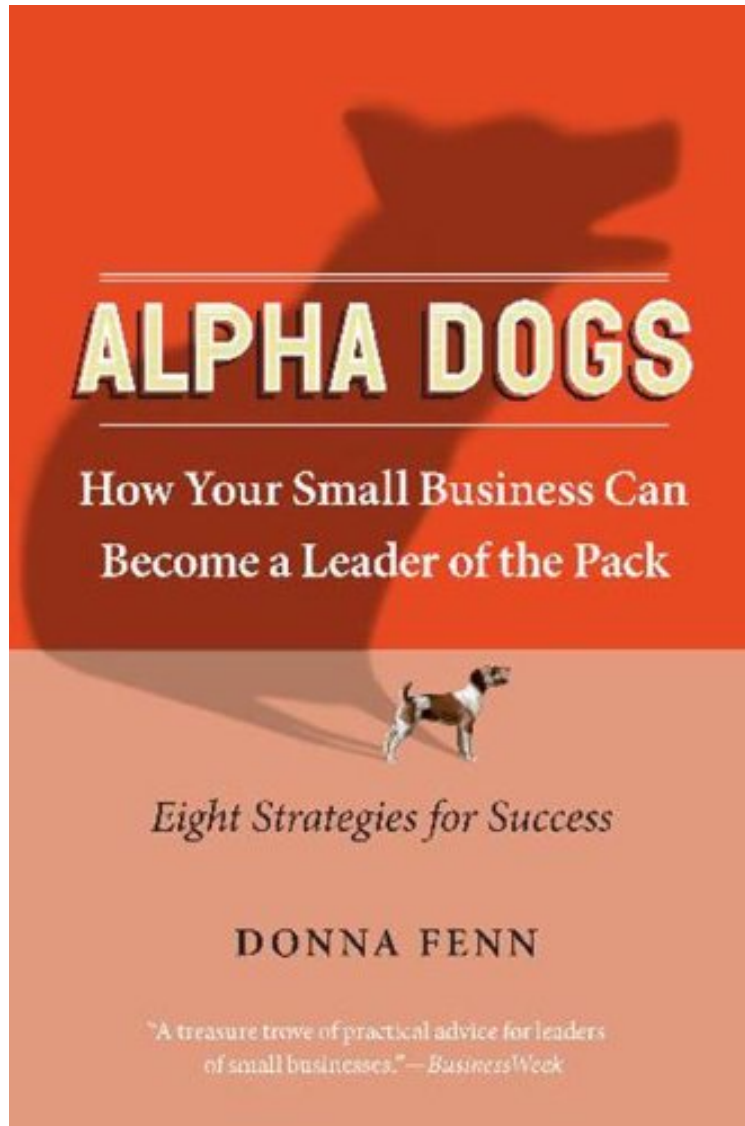


[Get free] Alpha Dogs: How Your Small Business Can Become a Leader of the Pack

Alpha Dogs: How Your Small Business Can Become a Leader of the Pack

Donna Fenn

**Download PDF | ePub | DOC | audiobook | ebooks*



#1796206 in eBooks 2009-01-21 2009-10-06 File Name: B001QB9FBM | File size: 67.Mb

Donna Fenn : Alpha Dogs: How Your Small Business Can Become a Leader of the Pack before purchasing it in order to gauge whether or not it would be worth my time, and all praised Alpha Dogs: How Your Small Business Can Become a Leader of the Pack:

10 of 10 people found the following review helpful. Be the Lead Dog! By Monty Rainey I really like the concept behind ALPHA DOGS: HOW YOUR SMALL BUSINESS CAN BECOME A LEADER OF THE PACK by Donna Fenn. So how is the concept different than any other book? Fenn combines the strategies she is promoting with small

business profiles of companies that exemplify those very strategies. For example, chapter three "Convert Your Employees Into True Believers" profiles the Dorothy Lane Grocery Company of Ohio. Penn outlines a brief history of the company and how they came about adopting the employee training process that has made them so successful. Penn outlines the entire process from hiring to orientation to continuous training and learning to what they call intrapreneurship. The profile concludes with the company's community involvement and how they keep their employees involved as well. Each chapter ends with two to four pages of tips from the profile company on how to implement the discussed strategies and processes. In other words, this book doesn't just talk the talk, it walks the walk with actual working examples to follow or emulate. The mix of companies also enhances interest. There's literally something here every company can relate to. There's also a great deal of really good back matter here. Each chapter's sources are listed for further study. Fenn is a contributing editor of Inc magazine. Those familiar with her articles have come to expect from her, exactly the kind of information this book delivers. 5 of 5 people found the following review helpful. A GOLD NUGGET IN EVERY CHAPTER By Elaine Clarke Having come from a 28+ year career in corporate America as a senior exec, I found this book to be SPOT on in theory and in practice. The book is full of thought provoking concepts with practical, concise, clearly laid out action steps that every small business can use. It's findings cut across most any industry and can be adapted to most functions within larger businesses. A quick and easy read full of BIG ideas. 1 of 1 people found the following review helpful. Different Perspective By Customer I read at least 2 Management books a year looking for fresh ideas. This one was quite refreshing. It is quite a bit different than most I have read. Makes you take a hard look from the bottom up. Challenging the most basic functions of your business that can be taken for granite. Definitely can give you a new direction to implement.

Take an ordinary business. A bike shop. An auction company. An ice cream parlor. A sock manufacturer. In thoroughly mundane businesses like these, an entrepreneur must outsmart the multitudes of competitors, leap to the head of the pack, and become a dominant Alpha Dog. Exactly how does an everyday company distinguish itself in the marketplace, generate much higher sales than its competitors, and earn the lasting loyalty of customers and employees? Is it cutting-edge products? Brilliant service? Ingenious branding? Donna Fenn, a twenty-year veteran of Inc. magazine, has discovered the people who have the answers. In a personal and probing style, she introduces you to eight Alpha Dogs. These men and women share their solutions and insights on how to rise to the top, despite multiple competitors, from Chinese manufacturers to Wal-Mart. Readers will meet: Chris Zane, an intense, ambitious father of three boys. His Branford, Connecticut, retail bike shop has flourished among Wal-Mart, Sports Authority, and independent bike stores. He's done it by seeking out new markets and perfecting the art of customer service. Deb Weidenhamer, a tough woman in a male-dominated industry who transformed a traditional auction company with cutting-edge technology. While her competitors were still fretting about eBay, she was using the online auction giant as a training ground for her own innovative Web site. Amy Simmons, a former premed student who fell in love with the ice cream business in Boston and then founded her own ice cream parlor in Austin, Texas. With twelve Amy's Ice Creams stores in Austin, Amy's is the Austin hometown favorite, despite her deep-pocketed rivals, Ben Jerry's and Cold Stone Creamery. In accessible, conversational style, Donna Fenn tells each entrepreneur's personal story, shares their winning formulas, and offers nuts-and-bolts advice and practical tips. Alpha Dogs is a lively handbook for every current and aspiring entrepreneur.

From Publishers Weekly Alpha dogs" in business not only have a passion for their companies and a talent for seeing opportunities where others see limitations, they also rise above their competitors to become leaders of the pack. Longtime Inc. magazine writer Fenn's breezy and informative book highlights eight such small-company entrepreneurs, among them Chris Zane, whose Connecticut bicycle store brings in \$6.1 million a year, and Deb Weidenhamer, whose Arizona auction and appraisal company earns \$11.5 million. In chapters with titles like "Seduce Your Customers" and "Transform with Technology," Fenn puts forth each entrepreneur's business as a case study in how to overcome a particular problem: from the Amy's Ice Cream company's efforts to build a hometown reputation to the sock manufacturer Thor-Lo's efforts to innovate sport socks for a changing industry. Practical tips at the end of each chapter highlight the lessons learned, and at the end of the book a conclusion identifies the key behaviors that make up "Alpha Dog DNA." For small-business owners looking to give their enterprise a boost, this practical and chatty book provides solid strategies for shifting into high gear. (Dec.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Fenn, a widely acclaimed reporter, takes us inside the reality of small businesses by showcasing eight successful entrepreneurs who share their stories and strategies. These entrepreneurs have been in business more than 10 years, report sales under \$100 million in low-tech industries, and are highly regarded by their peers as well as their employees. Included in the author's review are Chris Zane, whose commitment to customer service has made his company one of the biggest bicycle dealers in the U.S.; Norman Mayne, who has kept his family-owned grocery stores thriving by maximizing the effectiveness of his employees; and Trish Karter, who by skillfully building a brand identity has catapulted her commercial bakery from local markets into national distribution. Common qualities shared by all of these leaders include forging strong

community connections; building strong, direct relationships with customers; and using new technology creatively. The author concludes, "They are innovators, creative thinkers, mavericks one and all." This book offers valuable insight for current and aspiring entrepreneurs. Mary Whaley Copyright copy; American Library Association. All rights reserved "This book is going to be the next Good to Great. It's that important."