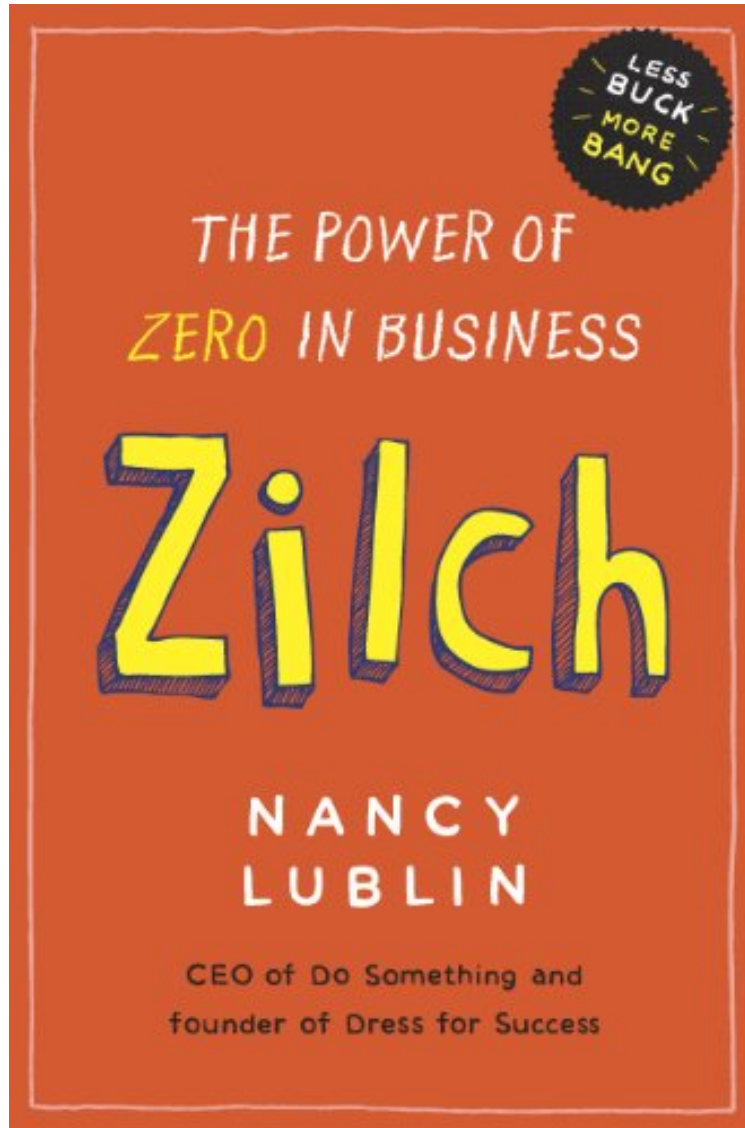


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Zilch: The Power of Zero in Business

Nancy Lublin

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Nancy Lublin : Zilch: The Power of Zero in Business before purchasing it in order to gage whether or not it would be worth my time, and all praised *Zilch: The Power of Zero in Business*:

1 of 1 people found the following review helpful. Liked the section on bartering. Not much else though. By Yoni Levitan I thought this book lacked nuance at times (like when discussing overhead as a percentage of costs). If you've never had a leadership role in a not-for-profit then you'll get more out of this book than I did. Actually, if you've never had a leadership role in a not-for-profit you should definitely give this book a chance. However, if you already have extensive leadership experience in a resource starved not-for-profit you won't learn much from this. Obviously the

author is very good at executing, as she has a wonderful track record. Just not the biggest fan of this book. One section I did find helpful was the chapter on bartering. Definitely worth picking up the book in a bookstore to flip through that part of the book. Had that been a "Kindle Single" on its own I would give it five stars. 0 of 0 people found the following review helpful. A book for the brave in Corporate America By Josh Patrick This book is a great primer for middle managers in Corporate America. We need to learn to work with less and produce more. Non Profits have figured this out years ago and all smaller companies know these lessons. We have had a drain on middle managers as their jobs are outsourced and made obsolete. Nancy has written a wonderful book that could help stem the tide of Corporate America's continuation of moving jobs overseas. Private companies are doing everything they can to stay alive. In many cases they already barter, borrow from others and find ways to make their business work for little or no money. If Corporate America does the same, we will save millions of jobs, provide more fun in the workplace and allow people to choose their passions about work. In many respects this book reminds me of In Search of Excellence. Yes, it's updated for a new century, but the message is very similar to Peters and Waterman. Major corporations have forgotten about being close to the Customer, creating an experience that is memorable and allowing their people who actually do the work become involved in all manners. Transparency in Non Profits is a given. It's not in the private sector. The more we can make our businesses transparent, the better results we'll get and the better performance from our middle market people. I highly recommend this book for those who are looking for a road map to help their ginormous companies to come to grips with the reality that exists today. If not, we'll just continue to lose jobs.....and, that's too bad when we have the needed information right in front of their eyes. Read this book. 0 of 0 people found the following review helpful. Finally, a biz book I can relate to! By LK Great book. This is the first time I've read a business book that got me excited about applying its smart lessons (and made me want to work for the author!). It just makes sense to learn from an entrepreneur who can make something as big as Dress for Success happen on a shoestring budget. I love the way Lublin contrasts a typical big, cushy company with real-world examples from fantastic not-for-profit organizations that have created huge brands (Mozilla, charity:water, Wikipedia). I also appreciate that the author expects not-for-profits to think like for-profit marketers do when it comes to things like understanding your audience and the basic human instinct to belong... it gave her credibility in my book. It's a fun read and I'd particularly recommend it to anyone working in a start-up culture.

A leading not-for-profit CEO on smart ways companies can cut costs while improving results As CEO of the youth volunteering organization Do Something, Nancy Lublin has overseen its dramatic growth since 2003. She helped it evolve from a debt-ridden, stodgy not-for-profit to a fast-moving, buzz-driven magnet for teens. Do Something now draws more than one million monthly hits on its Web site, while dispensing millions in grant money to young people with good ideas and a hunger to help others. Lublin now shows why the best not-for-profits are brilliant at doing more with less and what the mainstream business world can learn from them, especially in tough times. For instance, organizations like Do Something are tops at motivating people with nonfinancial incentives and doing effective grassroots marketing on a shoestring budget. Lublin's book distills the best lessons and stories from her career and includes interviews with other leaders of flourishing not-for-profits, such as Wendy Kopp of Teach for America, Adam Sterling of Save Darfur, and John Lilly of Mozilla.

From Publishers Weekly Lublin, CEO of the youth volunteering organization Do Something and founder of Dress for Success, shows organizations how to get more done with less of everything, especially money and personnel, while keeping innovation, passion, and creativity high. Sharing insightful stories and strategies from her own experiences and from stars in the not-for-profit world such as Billy Shore from Share Our Strength, Wendy Kopp from Teach for America, and John Lilly from Mozilla, she debunks the most prevalent myth in business today—that salary drives great performance and stellar productivity. She proposes that companies broaden their rewards and their understanding of compensation so that people become deeply motivated to excel and offers techniques for extracting the best from people including creating a stimulating workplace, offering skill development, and doling out titles liberally. She also shares advice on branding, doing more for customers, stretching finances, and more. Concluding each chapter with 11 questions to prompt creativity in specific areas, she propels readers on the road to positive change. Inspiring, wise, and eminently practical, this book distills the best practices that any company—private or public—can adopt, and that no leader should be without. (June) Copyright © 2007; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Nancy Lublin has brought so much energy to the non-profit sector and the world is a much better place because of it. I'm so glad she wrote a book to give us all a window into how she thinks and makes things happen. Regardless of your professional sector, you'll find *Zilch* full of inspiration and great ideas." -Wendy Kopp, CEO and founder, Teach for America "Nancy's great energy and experience come through in her book as she provides great lessons for business and life to be more effective. Nancy's 11 question approach is a great way to make you think about how her principles apply to what we do everyday in business. I enjoyed the book and am already thinking about how I can do more with less." -Ken Hicks, president and CEO, Foot Locker, Inc. "Anyone who can start an internationally respected not-for-profit with just \$5,000 has a lot to teach today's business world. Inspiring and

practical, this book is a must read for anyone running a business. Including me." -Arianna Huffington, co-founder and editor-in-chief, The Huffington Post "Nancy Lublin is a star! She knows how to really make a difference in a most efficient and pragmatic way...and now teaches us how to do it!" -Diane von Furstenberg "Nancy Lublin has done the uptight business world a big favor. Borrowing from her experience as found of Dress for Success and now CEO of Do Something, Nancy lays out a strategy for business success in the simplest terms. It's a smart, sassy, and plain spoken book full of great ideas on his to run a for-profit company. Using compelling anecdotes for her 'not-for-profit' world, Nancy's amazing energy and imagination comes through in every chapter. Zilch is a no nonsense survival manual for fat cats." -Jim Berrien, president and COO of Mother Nature Network, former president of Forbes Magazine Group "In a reset world, Zilch provides a timely approach for operating in the 'New Normal'. Nancy Lublin's expansive nonprofit experience provides rich organizational insights for businesses of all sizes." -Carol L. Cone, chairman, ConeAbout the Author Nancy Lublin is the CEO and Chief Old Person of DoSomething.org, which uses technology and pop culture to help young people rock causes they care about. Previously, she was founder and CEO of Dress for Success, which she started at age twenty-three. Lublin has won numerous honors and is frequently quoted in the media. She's a contributing columnist for Fast Company and an adjunct faculty member at New York University and Yale School of Management. She lives with her family in New York City.