



Are You Sure about That?: Grow Your Business by Challenging Conventional Wisdom

Zev Asch

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What I've learned in over thirty years of growing small businesses is that adapting to change is the only way to create long-term success. And adapting to change requires continuous education. Change is constant, sometimes anticipated but frequently unexpected especially in the technology driven world we live in.

"Are You Sure About That?" is written as a source of practical advice and inspiration for small business owners, entrepreneurs, family-owned multi-generational businesses as well as executives and managers with responsibilities in management, marketing, sales and customer service.

I have always been inspired by real life stories, case studies, and the experience of trying, failing and eventually succeeding; nothing will ever replace focus, hard work, humility and the continual questioning of everything you read and everything you do. Humility allows you to recognize that you don't know it all. Questioning forces you to take nothing for granted and to strive for continuous improvements. When you think you know something, ask yourself if you're sure. Keep asking. You'll keep getting better. So this collection of years of real life experiences is what I offer. These small business stories are the "real deal" with subject matter that pokes, questions and provides insight on every page. You will find relevant stories on topics that have influenced outcomes and led to success for some small business owners. Some of my case studies and observations will likely make you smile. Some might get you angry. I'm not promising that you'll uncover secrets or "tips that will crush the competition." I leave that to those "gurus." My stories are meant to inspire you, beginning with the recognition that you're not alone, that we have a lot in common, and that at the end of each day we simply want to feel good about our business and ourselves as caring and generous human beings. Business is about making a profit and for business owners success is measured not only by being comfortable but by also being able to make a real difference in the lives of customers and employees.

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