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## ~~Entrepreneurial Insanity in the Dry Cleaning Business~~

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Kevin Dubois. HANOVER, Mass. — Kevin Dubois, president/CEO of Lapels Dry Cleaning, has co-authored a new book that he says demonstrates how current and prospective dry cleaners can take an entrepreneurial approach to their business rather than becoming an owner tied to their store day in and day out. In *Entrepreneurial Insanity in the Dry Cleaning Business*, Dubois and co-author Roger

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McManus have created what they say is a road map for current and prospective dry cleaners to achieve a

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~~Lapels CEO Tackles 'Entrepreneurial Insanity' | American ...~~

"Entrepreneurial Insanity in the Dry Cleaning Business" by Lapels Dry Cleaning CEO Kevin Dubois and Roger McManus, available on Amazon.

Roger McManus, a battle-scarred, veteran entrepreneur, collaborates with Kevin Dubois one of the dry cleaning industry's brightest stars, to develop an entirely different perspective on the subject of dry cleaning business ownership. "Entrepreneurial Insanity in the Dry Cleaning Business hits home for those who 'walk the walk'," comments co-author McManus. The book challenges the owners of dry cleaning businesses to look at whether they are limiting their scope to that of a "small business" or they have expanded their view to be that of an entrepreneur. It defines the question and describes how a dry cleaner can tell the difference between small business ownership and entrepreneurship. And, surprisingly, the analysis is less about money than it is about attitude. This is all about operating systems that allow a business to run. If the systems are in place, the owner is almost irrelevant. "When the right systems are in place, the owner," Dubois quips, "can essentially manage the business from an iPhone." The book challenges the owners of dry cleaning businesses to keep their personal involvement in

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perspective, and to get real about the business! The ideas in this book will forever change how the motivated dry cleaner will view his or her profession - and life. The concept behind Entrepreneurial Insanity rests on that premise; love what you do, but work toward having a life and a business that are separate entities. Chances are very good that someday these two entities will want (or need) to take divergent paths. This book lays out the case for, and the strategy by which, professional dry cleaners can grow their business and regain their freedom. This book is the product of "entrepreneurial insanity." Growth is the only cure.

Technology and economics are transforming business in a completely unexpected way: suddenly, even the largest companies must compete as if they were small, local businesses. Suddenly, your customers can talk to everyone else across the nation, and people listen to them, not your carefully crafted advertising or branding. It's just like doing business in a small town, where "reputation is forever." Suddenly, communities and personal connections are critical to your success - just as they've always been in small towns. The best small-town and rural entrepreneurs have been successfully overcoming these challenges for centuries. Their lessons and techniques are suddenly intensely valuable to even the largest companies, most dominant brands, and most cosmopolitan businesses. Small Town Rules adapts these lessons and techniques for today's new "global small town": one knitted together through the Web, Facebook, and Twitter. Two pioneering entrepreneurs and social media experts show how to: \* Survive



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seasonal cycles and year-to-year fluctuations the way rural farmers and businesses do \* Use "small town entrepreneur secrets" for coping with limited access to people and capital \* Reduce risk by "piecing together" multiple income sources \* Start using customer-driven communication to your advantage \* Interact with customers on a more human scale, no matter how big you are \* Rediscover your company's local roots, and more

Most Unlikely to Succeed No one who charted Bruce Halle's early years would predict that the poor kid from New Hampshire might achieve greatness as an adult. Challenged in school and growing up in a struggling family, Halle looked like every other kid who would leave high school in the 1940s and disappear into a factory. Instead, Halle created one of America's most respected companies, rose to join the Forbes magazine list of the four hundred richest Americans and serve as the role model for the ordinary Joes who seek out success at Discount Tire Company. Six Tires, No Plan maps Halle's journey out of poverty and failure and reveals the deceptively simple values that drive success for him, his company and thousands of employees. Key among those principles is Halle's commitment to passing on his good fortune to the thousands of employees who serve his customers every day. This is Halle's true passion, and paying it forward to the ordinary guy is a cornerstone of Discount Tire's ongoing success. Avoiding the spotlight, crediting his employees for the success of the company, Halle demonstrates the incredible power of perseverance and fundamental values to create long-term success. His journey offers

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The Structure of Digital Computing takes a fifty year perspective on computing and discusses what is significant, what is novel, what endures, and why it is all so confusing. The book tries to balance two point of views: digital computing as viewed from a business perspective, where the focus is on marketing and selling, and digital computing from a research perspective, where the focus is on developing fundamentally new technology.

No More - Taking Back America by Dr. Thomas Masters [-----]

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to

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bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

The investment required to license a franchise is a substantial sum. The results can be tremendously lucrative, providing both financial and professional independence, but there are also plenty of potential pitfalls. Better Business Bureau's Buying a Franchise: Insider's Guide to Success is packed with essential information, including worksheets, checklists, and charts. Experienced entrepreneurs from the Better Business Bureau guide investors from selecting a franchise to negotiating a contract to techniques for managing a profitable business.

Entrepreneurship is a phenomenon of tremendous societal importance. It is also an elusive phenomenon, and researching entrepreneurship is therefore fun, fascinating and frustrating at times. In Researching Entrepreneurship, Per Davidsson, one of the most highly recognized entrepreneurship scholars shares in a personal and readable way his rich experience and ideas on how entrepreneurship can or should be researched. After a comprehensive treatment of entrepreneurship as societal phenomenon and

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scholarly domain, the core chapters of the book discuss design, sampling, operationalization and analysis issues on several levels of analysis: individual, venture, firm, industry, region and nation. The book is targeted at doctoral students and other relative newcomers to the field of entrepreneurship research. However, taking a fresh, reflective perspective and looking beyond research conventions, it should provide potential for inspiration and food for thought also for experienced entrepreneurship researchers.

An investigative reporter explores an infamous case where an obsessive and unorthodox search for enlightenment went terribly wrong. When thirty-eight-year-old Ian Thorson died from dehydration and dysentery on a remote Arizona mountaintop in 2012, The New York Times reported the story under the headline: "Mysterious Buddhist Retreat in the Desert Ends in a Grisly Death." Scott Carney, a journalist and anthropologist who lived in India for six years, was struck by how Thorson's death echoed other incidents that reflected the little-talked-about connection between intensive meditation and mental instability. Using these tragedies as a springboard, Carney explores how those who go to extremes to achieve divine revelations—and undertake it in illusory ways—can tangle with madness. He also delves into the unorthodox interpretation of Tibetan Buddhism that attracted Thorson and the bizarre teachings of its chief evangelists: Thorson's wife, Lama Christie McNally, and her previous husband, Geshe Michael Roach, the supreme spiritual leader of Diamond Mountain University, where Thorson died. Carney

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unravels how the cultlike practices of McNally and Roach and the questionable circumstances surrounding Thorson's death illuminate a uniquely American tendency to mix and match eastern religious traditions like LEGO pieces in a quest to reach an enlightened, perfected state, no matter the cost. Aided by Thorson's private papers, along with cutting-edge neurological research that reveals the profound impact of intensive meditation on the brain and stories of miracles and black magic, sexualized rituals, and tantric rites from former Diamond Mountain acolytes, *A Death on Diamond Mountain* is a gripping work of investigative journalism that reveals how the path to enlightenment can be riddled with danger.

For the past three decades, many history professors have allowed their biases to distort the way America's past is taught. These intellectuals have searched for instances of racism, sexism, and bigotry in our history while downplaying the greatness of America's patriots and the achievements of "dead white men." As a result, more emphasis is placed on Harriet Tubman than on George Washington; more about the internment of Japanese Americans during World War II than about D-Day or Iwo Jima; more on the dangers we faced from Joseph McCarthy than those we faced from Josef Stalin. *A Patriot's History of the United States* corrects those doctrinaire biases. In this groundbreaking book, America's discovery, founding, and development are reexamined with an appreciation for the elements of public virtue, personal liberty, and private property that make this nation uniquely successful. This book offers a long-

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overdue acknowledgment of America's true and proud  
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