

# STREET SMARTS

AN ALL-PURPOSE TOOL KIT  
FOR ENTREPRENEURS



Norm Brodsky and  
Bo Burlingham

FOREWORD BY THE MAGAZINE

Foreword published in *The Economist*

# Small Business Street Smarts

**Everest Media**



## Small Business Street Smarts:

*Street Smarts* Norm Brodsky, Bo Burlingham, 2010-02-23 One is tempted to say the only book you'll need on starting a business Brilliant Genius Choose your superlative it'll fit Tom Peters People starting out in business tend to seek step by step formulas or rules but in reality there are no magic bullets Rather says veteran company builder Norm Brodsky there's a mentality that helps street smart entrepreneurs solve problems and pursue opportunities as they arise Brodsky shares his hard earned wisdom every month in Inc magazine in the hugely popular Street Smarts column he cowrites with Bo Burlingham Now they've adapted their best advice into a comprehensive guide for anyone running a small business The Knack Norm Brodsky, Bo Burlingham, 2008 People starting out in business tend to seek step by step formulas or rules but in reality there are no magic bullets Rather there's a mentality that helps street smart entrepreneurs solve problems and pursue opportunities as they arise *The Street Smart MBA* Steve Babitsky, Jr. Mangraviti, James J., 2012-12-11 Small Businesses Self Employed **The Street-Smart Side of Business** Tara Acosta, 2021-12-14 Have you ever thought about what it would be like to own your own business Maybe you've given thought to how you can turn your passion into a career or maybe you just want to do something different Most people have at least teetered with the idea if you have this is the book for you Wouldn't it be amazing to be able to have your income generated by something that you really enjoy or are interested in It doesn't matter our age or where we are in our lives We have the power to redirect set new goals and achieve them We just have to be smart about it This book provides realistic insight as to what running a business is really about It will help prepare you for all aspects of business and teach you how to protect yourself and your investment The simplicity of using our intuition is often overlooked The point is to understand exactly what you're getting into and not be blinded by the appearance of a good opportunity This book will open your eyes and show you how to evaluate opportunities people and motives skills often overlooked but are critical aspects of owning and operating a successful business Prepare to get in tune with your street smarts in order to be successful in business and in life **How to be Street Smart** Yaser Qandeel, 2025-01-16 Street smart is one of those phrases we hear a lot but rarely think about Everyone wants to be street smart but as Yaser Qandeel discovered in his experience and research for this book it means many different even contradictory things to different people How to Be Street Smart clears up the confusion and shows anyone who really wants to be street smart how to go about it step by step For Yaser being street smart is more than just a term in the dictionary or a trendy catchphrase It means having self respect confidence skills knowledge of people and what motivates them and a no nonsense understanding of how the real world works It is about finding your own way in life overcoming challenges and winning other people to your side whether in the world of business and entrepreneurship or in dating and relationships How to Be Street Smart is a practical guide to success in your own business or side hustle and on the dating scene and every aspect of life If you're tired of working for others in the 9 to 5 treadmill and getting friend zoned or ghosted in the online dating scene this book is for you Yaser

Qandeel lays out in an honest straightforward style the hard headed go getter mindset you need to develop and the pragmatic steps you can take to put that street smart mindset to work in your life today Being street smart means being always ready to learn new skills and ideas in order to be exceptional not ordinary a winner not a loser It s about never taking no for an answer picking yourself up and trying again when you fall short and learning to use your hard earned street smarts and problem solving skills to make things work for you rather than accept what others are willing to give you If you have these qualities people will see you as a leader You ll be able to go as far as you want Most people live their whole lives unable to achieve their dreams But using the street smart mindset taught in this book the sky will truly be your limit **The**

**Street-smart Entrepreneur** Jay Goltz,1998 If you re in business now or have ever even thought about being in business read this book Starting with two thousand dollars and a gritty determination to succeed Jay Goltz built his business the hard way from the ground up Early on he realized that no amount of education could prepare him for the day to day rigors of building a business So he learned through experience Today thirty five years later Goltz operates the world s largest custom picture framing facility it is thirty times the size of the average framing shop No waxing philosophical here In *The Street Smart Entrepreneur* Goltz tells it like it is offering real life lessons that can help you succeed in the in your face world of business Among the important topics Goltz covers Savvy Marketing Analysis Starting up without throwing up Understanding Cash Flow How you can be swamped with business and still go broke Grounding Your Business Controlled growth or growth out of control Hiring Smart You re only as good as your worst employee Knowing the Numbers Good accounting won t make your business but poor accounting can ruin it Leveraging Assets All your assets No just the financial ones Serving Customers Is the customer always right **Street Smart Internet Marketing** Justin Michie,2006 *Street-Smart Entrepreneur* Jay

Goltz,2013-03-01 Small firms in Chicago employ more than 1 6 million individuals nearly 50 percent of the private work force according to a new study released this fall by the Small Business Administration The survey which defines small firms as those employing less than 500 people also shows that these businesses generate 47 percent of the area s total receipts of 278 billion dollars However SBA statistics also reveal that on average of the small businesses starting today 53 percent will not be in business four years from now Of these closings it s estimated that 15 percent will close due to business failures Chicago businessman Jay Goltz understands what it takes for a small business to succeed During the past twenty years he has owned and operated Artists Frame Service in Chicago Goltz started the business in 1978 and today it s the largest custom retail picture framing facility in the world Now Goltz shares some his secrets of success **The Street Smart Approach to Job**

**Search** Kathy Bornheimer,2004-04 *Street Smart* John Robinson,Jan Greenough,2011-10-19 Why is there such a distance between the churches and the young people living around them How can Christians engage with young people How can they build relationships How can they plan and develop their youth ministry What practical skills do they need For years John worked on Manchester s broken down estates frequently dealing with aggressive often drugged or drunk teenagers and has

learned the hard way how to diffuse tension establish contact quickly maintain boundaries and also how to develop relationships over time and establish mutual respect      Summary of Norm Brodsky & Bo Burlingham's Street Smarts

Everest Media,2022-03-02T07:00:00Z Please note This is a companion version not the original book Sample Book Insights 1 I was interested in finding out how much I could teach people about business Could I take a couple who weren't businesspeople and show them how to create a successful business I wasn't sure but I was curious to find out 2 After hearing the goals of the business owners I wanted to see if their plan was viable I wanted to know if they had a real business or not I asked them to reduce their expenses and put some money into the business They had to cut back on their spending 3 The next day they fired Helene's assistant Paula explaining that Bobby was coming into the business and it couldn't support both of them As Helene put it it was reality smacking us in the face 4 The most important number in a new business is gross profit It determines everything about your business from the amount of capital you need to the volume of sales      *Street Smart Franchising* Joe Mathews,2011-05-01 Experienced franchisees and franchisors tell entrepreneurs what they need to know before they buy a franchise Second edition includes a sample copy of the entire UFOC plus 40% new and updated examples This straight shooting franchise guide goes beyond the how to to teach potential franchisees what to expect when starting a franchise Real life stories from the trenches illustrate how to cope with the difficulties a franchise presents The author reveals the personality types most likely to succeed at franchising and identifies entrepreneurial traits that may increase risk of failure Plus it takes an in depth look at the research and investigation of a franchise something glossed over in most franchise books      *Street Smart* Richard A. Blake,2021-11-21 New York has appeared in more movies than Michael Caine and the resulting overfamiliarity to moviegoers poses a problem for critics and filmmakers alike Audiences often mistake the New York image of skyscrapers and bright lights for the real thing when in fact the City is a network of clearly defined villages each with a unique personality Standard film depictions of New Yorkers as a rush hour mass of undifferentiated humanity obscure the connections formed between people and places in the City's diverse neighborhoods *Street Smart* examines the cultural influences of New York's neighborhoods on the work of four quintessentially New York filmmakers Sidney Lumet Woody Allen Martin Scorsese and Spike Lee The City's heterogeneous economic and ethnic districts where people live work shop worship and go to school often bear little relation to the image of New York City created by the movies To these directors their home city is as tangible as the smell of fried onions in the stairwell of an apartment building and it is this New York not the bustling glittery illusion portrayed in earlier films that shapes their sensibilities and receives expression in their films Richard A Blake shows how the Jewish enclaves on Manhattan's Lower East Side profoundly influence Sidney Lumet's most noted characters as they struggle to form and maintain their identities under challenging circumstances Both Woody Allen's light comedies and his more serious cinematic fare reflect the director's origins in the Flatbush neighborhood in Brooklyn and the displacement he felt after relocating to Manhattan Martin Scorsese's upbringing

on Elizabeth Street in Manhattan's Little Italy resonates in his gritty portraits of urban modernity Blake also looks at the films of Spike Lee whose adolescence in Fort Greene a socioeconomically diverse Brooklyn neighborhood exposed him to widely ranging views that add depth to his complicated treatises on power culture and race Lumet Allen Scorsese and Lee's individual identities were shaped by their neighborhoods and in turn their life experiences have shaped their artistic vision In *Street Smart* Richard A Blake examines the critical influence of place on the films of four of America's most accomplished contemporary filmmakers

**Street Smarts** William H. Franklin, 1990 A practical handbook for managers of small growing businesses that can help increase your chances for success by sharpening your management and strategy skills

**Street Smart Franchising: A Must Read Before You Buy a Franchise!** Joe Mathews, Don DeBolt, Deb Percival, 2011-04-08 THE INSIDER'S GUIDE TO BUYING OWNING AND OPERATING A FRANCHISE Prepping you for what it takes to succeed in franchising franchise experts Joe Mathews Don DeBolt and Deb Percival deliver an insider's view of how franchising works imparting real world tactics and strategies and empowering you to decide if franchising is for you *Street Smart Franchising* is the kind of book I wish every one of our current and prospective franchisees would take the time to read It beautifully captures the challenges of owning and operating a franchise business along with practical guidance on how to make it work Anyone considering a franchise investment will make a better investment decision by reading this down to earth self help book Don't miss it David McKinnon chairman CEO Service Brands International Molly Maid 1 800 Dryclean Mr Handyman Ductz Twenty five years ago when I became a franchisee of the Great American Cookie Company this book would have saved me a world of grief *Street Smart Franchising* lays it out No sugar coating It's a realistic guide on how to make one the most important decisions of your life Lawrence Doc Cohen past chairman International Franchise Association franchisee of 21 units Great American Cookie Company Pretzel Time and Coffee Beanery At the International Franchise Association we were privy to all the fine books on franchising What's truly unique about *Street Smart Franchising* is the carefully crafted treatment of how emotions and behavior influence success It's another must read for any prospective franchisee good stuff for folks who have been in the business a while too Matt Shay past president International Franchise Association Joe Mathews has held management roles with such national chains as Subway Blimpie Motophoto and the Entrepreneur's Source Don DeBolt is a former president of the International Franchise Association Deb Percival works in franchise development

**Smart Guide to Starting a Small Business** Lisa Rogak, 1999-03-08 Offers advice on such topics as targeting customers choosing a location pricing for profit and planning for growth

**Street Smarts** John Fernandez, 1994

**Appity Slap: A Small Business Guide to Web Apps, Tech Tools and Cloud Computing**, *Street Smart Sustainability* David Mager, 2010 Go Green While Making Green You already know why your company should go green This comprehensive guide tells you how to do it profitably It details every step of the process from getting employee buy in and conducting a current sustainability audit to developing a plan of action and measuring progress Nuts and bolts guidance helps you make

continuous cost effective improvements and shift the prevailing business culture by infusing green practices into your organization's very DNA Through illustrative examples from a wide variety of industries this book shows how to Design sustainable products Green your facilities Find green vendors Use renewable energy Reduce harmful emissions Recycle waste products and more The emphasis is on practicality stand alone chapters you can read when you need them and tools you can use to implement change in any area of your organization enough      *Black Enterprise* ,1991-11 BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals entrepreneurs and corporate executives Every month BLACK ENTERPRISE delivers timely useful information on careers small business and personal finance

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