



A Job Description for the Business Owner: How to Do Your Job and Have an Expanding Company

Alexander Visotsky

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What is the difference between the duties of a business owner and the duties of a senior executive in a company? If you are a business owner, you probably have already asked yourself this question. But at the same time you may have never seen a complete, detailed, step-by-step description of all the basic duties of a business owner of a typical company. The author of this book is an entrepreneur and a practical man who has established a few successful companies. His description of each individual duty of a business owner is amazingly simple and systematic. It is astonishing how easy and applicable these descriptions are in real life. Each duty is described in a separate chapter with many examples from different business areas. Undoubtedly this book can be called the first professional manual for a business owner of any company. *“The book, which you have in your hands, is written for those who started their business, encountered some difficulties and is searching for a way to succeed. The author of this book, Alexander Visoltsky, is not a theoretic who is talking about business at the desk. He is practician, who generalized the extensive experience of running his own business. His observations and recommendations are very useful for those who start this exciting game called “Business.” Small business is not simple at all! It is difficult to run a small business because it creates a lot of problems an owner has to solve. It has a lack of resources and possibilities and big staff turnover. The only solution is skillful and modern management. One needs to create a successful company. But how? At the beginning of his activity the author did not have an idea of how to manage. How to restore order in “your home”, organize work and beat competitors. He decided to figure it out and help others. The author proposes solutions based on his experience. These solutions are results of his efforts of solving problems he encountered in his business. They turned out to be typical for all small companies. If you want your business to be successful, use solutions this book gives you!”—A.V Doctor of Economics, Professor “Dear Alexandr! I had read your “A Job Description For The Business Owner” book and decided to write down my opinion. This book is not just relevant. I consider that any business owner, despite his achievements, needs this book like air. It is written in simple language. Today not many business companies have “personal face” and your book will help a lot of people to make up their mind and change their viewpoint on the world of “money”. I think it will become a handbook for those who had read it thoughtfully – this is the highest mark for a book and an author. I wish you prosperity, continue creating!”—A.K Owner*

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