

Table of Contents

The Risk/Reward Matrix.	131
He Who Is Good With A Hammer Sees Everything As A Nail	139
Thinking Right To Left.	145
Compensation – Raising The Bar	151
Should You Be Chairman Of The Board?	157
If You’ve Found Gold, Don’t Go Looking For Silver	163
What Is The Purpose Of Your Business?	169
A Business Owner’s Report Card	175

Section IV – Marketing

If It Doesn’t Work, We’re Dead	185
Asymmetrical Returns.	193
The Three Envelopes	199
The Parthenon Principle	205
What’s In A Name?	211
The Importance Of Being First	219
Increase Sales Without Adding Customers	223