

# 《从母亲所学的商业知识：商业与个人成功的纯朴方法 Everything I Know About Business》

## 书籍信息

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## 内容简介

Some business books make success seem like a mystery that can only be unraveled by smooth-talking Harvard MBAs. The fact is, you can learn pretty much everything you need to know about business from your mama . . . or Tim Knox's mama.

If you could combine the business acumen of Steven Covey with the down-home humor of Jeff Foxworthy, you'd have millionaire entrepreneur and former comedian Tim Knox. In *Everything I Know About Business I Learned from My Mama*, Knox offers a refreshingly funny account of his rise from backwoods poverty to wealth and success. Along the way, he presents commonsense lessons on the basics of business—lessons learned from owning and operating businesses in the real world, not in some business school fantasyland. Some business books make success seem like a mystery that can only be unraveled by smooth-talking Harvard MBAs. The fact is, you can learn pretty much everything you need to know about business from your mama . . . or Tim Knox's mama. If you could combine the business acumen of Steven Covey with the down-home humor of Jeff Foxworthy, you'd have millionaire entrepreneur and former comedian Tim Knox. In *Everything I Know About Business I Learned from My Mama*, Knox offers a refreshingly funny account of his rise from backwoods poverty to wealth and success. Along the way, he presents commonsense lessons on the basics of business—lessons learned from owning and operating businesses in the real world, not in some business school fantasyland. Knox might be funny, but his message is pretty serious—you're responsible for your own happiness, not the world, not those around you. Just you. If you believe in yourself and your abilities, and you accept responsibility for your own life, achievement and fulfillment is right around the corner. If you're waiting for success to find you, you'll need a much longer book to keep you busy while you wait. Instead, follow the ancient advice of mamas the world over: If you work hard, treat people right, and use your common sense, you can be anything, do anything, accomplish anything. To succeed in life and in business, all you really need to do is listen to your mama. Tim Knox did, and in this book is what he learned. Part memoir, part self-help, and part business how-to manual, *Everything I Know About Business I Learned from My Mama* serves up world-class, Southern-fried business advice—with a side order of common sense. Dig in and see how far Tim's mama's advice can take you.

**作者简介：** Tim Knox is a former technology executive who left the corporate world to build a business empire that includes two technology companies, an entrepreneurial training firm, and a highly successful Internet marketing business. His syndicated newspaper and Web column, "Small Business Q&A with Tim Knox," appears on thousands of Web sites and his small business newsletter, *The Tim Knox Report*, is delivered to more than 65,000 subscribers each week. His weekly radio show, aptly called *The Tim Knox Show*, is a refreshing mixture of humor and commonsense business advice. For more information, visit [www.TimKnox.com](http://www.TimKnox.com).

[显示全部信息](#)

# 目录

Foreword

About the Author

Acknowledgements

Is This Book Really For You?

About This Book

Chapter 1 How the Heck Did I Get Here?

Chapter 2 The Day I Took a Beating in the Produce Business

Chapter 3 Maybe I was Just too Dumb to Know When to Quit

Chapter 4 A Quick Word About PMA

Chapter 5 How to Figure Out What Success Really Means to You

Chapter 6 When Business Stops Being Fun, Get Out of Business

Chapter 7 A Tale of Lightbulbs and red Tape

Chapter 8 Maybe I just Think Too Much

Chapter 9 Serial Entrepreneur Doesn't Mean You Manufacture Breakfast Food

Chapter 10 Burning Out Like an Old Muffler

Chapter 11 Are You Just Waiting for the Right Opportunity to Come Along?

Chapter 12 Be a Serious Entrepreneur-The World Has Enough Contractors

Chapter 13 There IS No Such Thing as a Perfect Entrepreneur

Chapter 14 There Are No Dumb Business Questions, Only Dumb Business Questions Askers

Chapter 15 Start Your Business When Life Tells You To, Never Before

Chapter 16 How Important Are Book Smarts and Experience to Business Success?

Chapter 17 Are You Ever Too Old to Start Your Own Business?

Chapter 18 Look Out Boys, them Crazy Girls Are Catching Up!

Chapter 19 How to Choose the Business That's Right for You

Chapter 20 Just How Big is Your Really Big Idea?

Chapter 21 Learning About Market Research from the Back of the Boat

Chapter 22 Perceived Value Is in the Eye of the Beholder

Chapter 23 What's in a Name? When It Comes to Your Business, Plenty

Chapter 24 When Signing a Lease, Look for the worlds "First Born"

Chapter 25 Never Borrow Money from Anyone Who Sits Across from You at Thanksgiving Dinner

Chapter 26 Operator Error Is Why Most Businesses Really Fail

Chapter 27 Do a CSI on a Failed Business to Discover the Real Cause of Death

Chapter 28 Use Roadmapping to Plot Business and Personal Growth

Chapter 29 Business Lessons Learned at the mall

Chapter 30 Piercing, Tattoos, and Other Important Matters of Business

Chapter 31 How to Boost Your Bottom Line with Two Little Worlds

Chapter 32 Most Customer Service People Are Walking Oxy-Morons

Chapter 33 You Should Never Stop Caring About What Your Customers Think

Chapter 34 Sometimes You Have to Give Customers the Boot

Chapter 35 Managing Employees Is a Little Like Herding Cats

Chapter 36 It It Were Easy, Everybody Would Do It

Chapter 37 Is Brick and Mortar Dead as a Door Nail?

Chapter 38 Moving Your Business to the World Wide Web

Chapter 39 Can You Really Make Money with an Online Business?

Chapter 40 The Last World ( For Now)

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