

*Jump Start Your Business Brain* is must have business information for business people everywhere, especially small business owners. Doug Hall, -who runs the Eureka Ranch, a work-hard, play-hard haven which helps companies create breakthrough ideas for new products and services- translates the wisdom he's discovered researching top corporations into no-fail, practical tactics for small and medium sized businesses.

*Jump Start Your Business Brain* is packed with hard-won insight as to what truly works in the marketplace. To make it accessible to all, Hall transforms this real-life market intelligence onto six scientific laws that, when applied with diligence, can make any business overflow with good fortune.

Readers will learn how to:

- Increase sales by 10 to 50% by sharpening customer communications – not by spending additional money
- Transform business offerings to enjoy a higher profit margin
- Take charge of their future by increasing their skills at identifying and exploiting business opportunities

These lessons are solidified with the dozens of small business success stories, including those of Village Pottery, Mo Hotta Mo Betta, College of Piping, Woolly Ware, Island Winds, Cavendish Figurines, Seasons in Thyme and Island Pewter.

<http://www.leadershipnow.com/leadershop/1558706070.html> (slightly modified from the version that is on this website.)