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*Foreword by Donald B. Kraybill (author) Erik Wesner
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2010 #File Name: B003F5TMBU256 pages | File size: 22.Mb

Foreword by Donald B. Kraybill (author) Erik Wesner : Success Made Simple: An Inside Look at Why Amish Businesses Thrive (Hardback) - Common before purchasing it in order to gage whether or not it would be worth my time, and all praised Success Made Simple: An Inside Look at Why Amish Businesses Thrive (Hardback) - Common:

1 of 1 people found the following review helpful. ExcellentBy Doug McCartneyI read it cover to cover and discovered reinforcement for personal values in the Amish beliefs. The message also makes sense for our depressed economic conditions and I've over-heard and have had discussions about the Amish with friends and co-workers. This book provides insights into the Amish core beliefs. I hope there's continued interest in them when we're all moving forward rapidly again. The text is written from a neutral viewpoint, the chapters are organized with each having a logical purpose, and there's a final description of the methodology used to collect the information. There's neither repetition or lecturing, just good ethnography practices. I was raised in an Amish style home in western PA but have not been a part of the Amish community. This book illustrated for me where my fundamental beliefs come from.27 of 28 people found the following review helpful. What I learned from Success Made SimpleBy Joshua CrewsThings about business I learned from this book1. Low personal expenses. It's easy to bootstrap a business without debt when your life is simple; you have few gadgets; and your entertainment is family, games and visiting friends.2. A fear of God. This persuades away from idleness, and into productivity and investing in the good of others.3. A commitment to excellent craftsmanship. It glorifies God to make a thing well. That alone motivates quality and a reputation for quality and service that can command premium prices.4. God, family, community before business. Business is used to fulfill your

calling to God, to family and to community. The American mantra assumes that business success is THE goal. The Amish don't see it that way. The book is well written because Erik gets out of the way and let's the Amish speak for themselves. 0 of 0 people found the following review helpful. Delightful reading - Impactful analysis By Leonard D Nelson In the spirit of his Amish subjects, Mr. Erik Jan Wesner has produced a well-planned, well-executed, thorough analysis of the unparalleled success of Amish businesses -- one of which is how such success should be measured. In terms of survival rate of new enterprises, it is quite remarkable. I graduated from a top 25 business school that today costs students over \$100,000... and when you examine the survival rate of startups by graduates of such institutions, they are trounced by the Amish. Of course, there are other ways to measure success - which Mr. Wesner details in the book. This book will certainly provide a different perspective than the typical title in this genre, and provide a firm reminder that limitations and commitments can become our greatest strengths. There are a lot of ups and downs in life. Bad economic times, uncertainty, opportunities, failures... I personally believe that the mark of greatness is consistency. So if you are serious about business, family, personal, and community success, why not study those who have achieved it consistently? Family-after-family, community-after-community, year-after-year.

Man the Measure: An Essay on Humanism as Religion