

[Mobile book] Just Run It!: Running an Exceptional Business Is Easier Than You Think

# Just Run It!: Running an Exceptional Business Is Easier Than You Think

*Dick Cross*

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**Dick Cross : Just Run It!: Running an Exceptional Business Is Easier Than You Think** before purchasing it in order to gage whether or not it would be worth my time, and all praised Just Run It!: Running an Exceptional Business Is Easier Than You Think:

The growth engine of the global economy is no longer through mega-production and huge conglomerates, but rather

through the proliferation of smaller enterprises. In America alone, tens of thousands of businesses crop up each year. Unfortunately, few will succeed, though not due to a lack of ingenuity, initiative, or even capital. Why, then? Because, according to Dick Cross, author of *Just Run It!*, most business owners lack not just the fundamentals, the nuts and bolts of operating a business effectively day to day, but the bigger picture of how to achieve business success. After taking dozens of companies from underperforming to high performing, Cross observed a pattern, out of which he devised a formula for success. Using his *Just Run It!* formula he is now teaching business owners how to understand their business on "the back of an envelope" and make it exceptional.