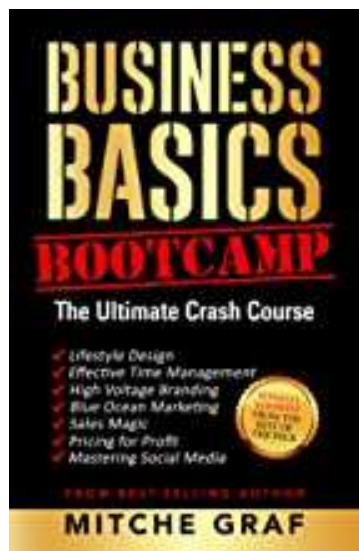


Introducing a Book:
Business Basics BootCamp:
The Ultimate Crash Course
Author: Mitche Graf

Publisher: Power Marketing



Courtesy: https://www.amazon.com/Business-Basics-BootCamp-Ultimate-Course-ebook/dp/B082Z5LCFM/ref=sr_1_1?dchild=1&keywords=Business+Basics+BootCamp%3A+The+Ultimate+Crash+Course&qid=1611810453&s=books&sr=1-1

The author **Mitche Graf** is a successful businessman, “having started, built, and successfully operated numerous enterprises in a multitude of industries”. The book declares that this “has taught him a simple truth: the same basic business principles apply, regardless of the arena you may play in”. The author Mitche Graf is also a successful author of many books with insightful thoughts and suggestions. This book is highly commended for all to read and gain practical ideas to become successful in their business. The author **Mitche Graf** calls for a business plan “that is brilliant in its simplicity”. The author suggests that even as we work hard all our life, it is no guarantee that working hard alone would make us a millionaire.

Everyone who is already part of a business endeavour, or who is interested in starting his or her own business, should read this book. The organization of the book really helps the readers to go from step to another and integrate and absorb all the suggestions.

Every chapter encourages prospective businessperson to move forward with positive guidelines and describes elements that could work negative.

The book has the following chapters:

Chapter 1 Lifestyle Design

Among other important points raised in this chapter, the author's caution against procrastination is an important aspect. It discusses the impact of self-doubt and ambition. The author asks the entrepreneurs to "harness [their] mental power to imagine success."

Chapter 2 Effective Time Management

Elements of effective time management are discussed in this chapter. The question of delegating authority, and other aspects of management are highlighted. Types of schedules are discussed with examples.

Chapter 3 High-Voltage Branding

Several important aspects are discussed with suitable examples in this chapter: biggest business mistakes, image challenge, the notion of perfect customer, telephone skills, pricing perception, etc. All these give us an insight into what we should expect, how we should meet the challenges, how to arrive at and focus on real value of business, etc.

Chapter 4 Blue Ocean Marketing

This chapter focuses on power marketing. It encourages us to develop our own marketing strategy. The importance of knowing our customers and their priorities and steps to meet the demands of customers, competition one faces, establishing personal connections, etc. are all discussed with convincing examples. Categories of Marketing (Ten in number) are presented.

Chapter 5 Sales Magic

This chapter begins with the questions what is marketing and what is selling. Sales processes are presented. Questions about pricing are discussed. Phone skills are highlighted. The buyer buys the product based on benefits he or she would get. This chapter offers detailed elements of how to make effective sales with satisfaction both for the buyer and the seller. Both customers and seller are always engaged in bargaining in Indian/South Asian context. "Bargaining" is not adopted as a mode of buying and selling in modern stores, but these stores are in reality fighting among themselves to get the customers and retain them through prominent "discounts" of various types and in various forms.

Chapter 6 Pricing for Profit

Every businessperson seeks to make profit through their business. If they lose profit in selling a product, they seek to compensate this loss through better gains in selling another product. Pricing plays a crucial role in business activities. The author presents several methods of pricing: "cost-based pricing, competitive-based pricing, publishing prices on your website, Lifestyle or

demand-based pricing” etc. The author also identifies of three myths of pricing: “People buy because of price; Lower is better; and Price is what matters.”

Chapter 7 Harnessing Social Media

Harnessing social media is also an important aspect of getting trained as a successful businessperson. Choosing the right media is an important issue. Writing appropriate headline is discussed with examples.

Chapter 8 It’s “GO TIME”

This concluding chapter helps us to overcome challenges, anxiety, etc. The chapter helps us to overcome the “inherited laziness and the fear of failure.”

Indeed, ***Business Ethics – Bootcamp*** by Mitche Graf is an excellent training manual for the future and present entrepreneurs. Students who intend starting their own business or joining a business enterprise as employees, managers, etc., are encouraged to read this insightful book.

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