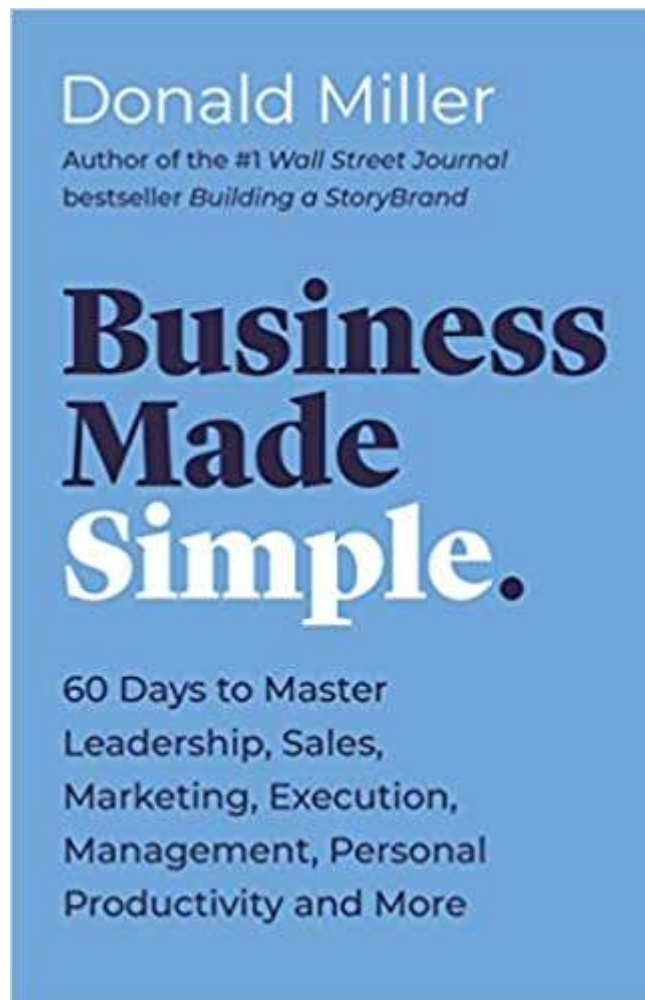


Introducing a Book:
Business Made Simple
Author: Donald Miller
Kindle Edition



Courtesy: https://www.amazon.com/Miller-Untitled-2-Donald/dp/1400203813/ref=sr_1_1_sspa?crid=WVFN3WC1OAPG&dchild=1&keywords=business+made+simple+donald+miller&qid=1623731185&sprefix=Business+Made+%2Caps%2C222&sr=8-1-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEzRjl4RkZaNkdGU0kzJmVuY3J5cHRlZElkPUEwMzk4MjA3MzlRQ1ZYMUNEM0lEUlZlbnNyeXB0ZWZlbnRlPUEwOTM4NTYxUDRlUUFQZSBSR1pGJndpZGldE5hbWU9c3BfYXRmJmFjdGlvdj1jbGlja1JlZGlyZWNOJmRvTm90TG9nQ2xpY2s9dHJ1ZQ==

The book *Business Made Simple* by Donald Miller begins with interesting and useful observations from several Business executives, business consultants, business management teachers, etc. Among them is a student of Indian origin, **Samidha Singh**, who observes, “*Business Made Simple* helps me go into any company and make it successful.” Samidha’s comment is truly valid for this book. A highly useful book that every student of business/management administration must read. Students, faculty and business executives of all the levels will gain effective skills through this book. The publisher offers also a daily video to go with each day’s lesson in the link BusinessMadeSimple.com/Daily.

Business Made Simple by Donald Miller contains 11 Chapters apart from the Introduction. This introduction identifies 10 core competencies: Understanding how a business work, Leadership, Productivity, how to clarify a message, how to build a marketing campaign, how to sell, appropriate communication skills, negotiation skills, how to be a good manager, and how to run an execution system.

Chapter 1: Two-Week-Quick-Start.

Chapter 2: Leadership Made Simple.

Chapter 3: Productivity Made Simple.

Chapter 4: Business Strategy Made Simple.

Chapter 5: Messaging Made Simple.

Chapter 6: Marketing Made Simple.

Chapter 7: Communication Made Simple.

Chapter 8: Sales Made Simple.

Chapter 9: Negotiation Made Simple.

Chapter 10: Management Made Simple.

Chapter 11: Execution Made Simple.

After the chapters, the author offers *Congratulations*.

The book offers ways to overcome the mentality of being victims, how to see ourselves as an economic product in the market, how to achieve profit for the company we work for and so on. Especially for the first generation learners, rural students and students from poor families, the author’s personal description of his own status early in his life will be a source of encouragement to make their success in business administration and management:

“Personally, I grew up poor. I spent my early childhood in government housing. Our family stood in line for government cheese. There were definitely economic factors that made it hard for our family. My father left us and never spoke to us ... my mother had to work long hours ...”

This is a very important book that students and faculty of management/business administration courses should read. It will help us all to learn essential aspects that we must understand to be successful in our career.

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