



The World According to Max: Real Lessons from Real Business (Paperback)

By Jim Redman

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This is a story about real business, and especially the issues faced by real small business owners and their families. It is based on actual cases from consulting with ownership and management working to resolve serious problems. It showcases the results of poor decisions, excessive spending and lack of planning. In the narrative, the central character, Max is a crusty curmudgeon who is brilliant but rather unforgiving. His assistant, Jay, is a cocky millennial with sharp analytical skills. As a team they work very effectively to help their entrepreneurial clients overcome their naivety about what it really takes to make it, and live to fight another day.



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