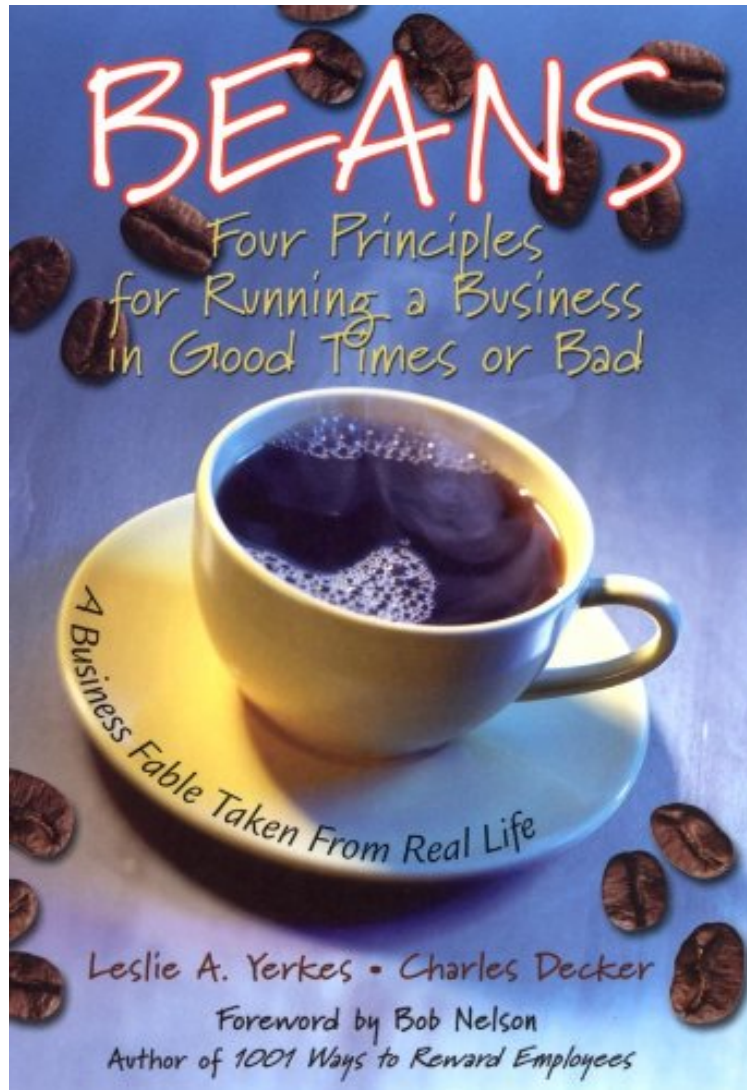


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Beans: Four Principles for Running a Business in Good Times or Bad

Leslie Yerkes, Charles Decker, Bob Nelson
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Leslie Yerkes, Charles Decker, Bob Nelson : Beans: Four Principles for Running a Business in Good Times or Bad before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beans: Four Principles for Running a Business in Good Times or Bad:

14 of 14 people found the following review helpful. Robert B. Mintz, Ph.D. By Robert B. Mintz, Ph.D. Elegantly simple! I usually loathe fables, preferring gritty text in business writing. It was recommended by a friend and I found it to be entertaining, engaging, and beautifully written. Its unique way of conveying the reassuring message that "the basics mean as much as ever in this chaotic world" is one we all need to be reminded of. This is a cautionary tale for

consulting types (like yours truly) who tend to turn business problems into nuclear physics. Even your most reading avoidant client or friend will love this. Buy a supply, I keep handing them out to people. Apparently there is another book in the works . . . I've pre-ordered it. You will never look at another cup of coffee again in quite the same way . . . likewise, you will never approach a business challenge again in quite the same way. 0 of 0 people found the following review helpful. Easy read but nothing new or enspiring. By Matthew Harger Nothing new or exciting in this book. I enjoyed the easy read, but maybe I missed something as it seemed the owners of the Coffee shop were doing everything right. The consultant just told them to keep doing what they were doing. I hope they did not have to pay her very much! 9 of 12 people found the following review helpful. The way to think about business. By Mac User I heard about it. I bought it. I read it. I loved it. I believed it. I use it. It works. I succeed.

Beans is the story of The El Espresso, a legend in its own time in Seattle and a coffee company that has prospered by intentionally staying small, inspiring fanatical customer loyalty in the process. Told over the span of a single day, it follows The El's founder, Jack Hartman, through a business crisis that will challenge him and make him clear on why he does what he does. Unsure of whether he has lost the passion needed to sustain his business, Jack hires a consultant who flies to Seattle to "help" him but in reality bears witness to the secrets of good business, whether it's a company of 20 employees or 20,000. In the process, Jack learns about "the Four Ps" and how applying these universal principles can reenergize his employees, his customers, and even himself. Though fictionalized, this is a true story in the best sense of the word. It arrives at a time when people are yearning to return to honest ways of doing business—before corporate dominance, inflated executive salaries, accounting trickery, and outright greed became so much a part of our everyday business headlines. It is the story of how a pushcart David up against the corporate Goliaths succeeded by focusing on what is core to good business and a good life: honoring customers, trusting employees, building passion around a product, and turning an honest profit.

.com Seattle, the corporate coffeehouse capitol of the world, is the setting for Beans, a smart fable about a real ten foot coffee counter with long lines in rain or shine. Using the plot device of a business crisis at the "El Espresso," Authors Yerkes and Decker spend time with owner Jack Hartman. They help him define success in terms of "the eye of intention." Being successful in bad times means remembering how you got the business the first time. As the very insightful Jack reflects, the authors organize his approach with four Prsquo;s: Passion (experience and sustain passion about work), People (create enduring staff relationships), Personal (building a community of regulars), and Product (sustaining product excellence). These "Ps" are prosaic in name only. They are used to illustrate nuanced connections. For example, the link between employee loyalty and customer loyalty and the synergy between an employeersquo;s pride in their product and their devotion to it. While some readers may find the storyline contrived, the success and the charm of the El and its owner--both renamed to protect the regulars--provide engaging and stimulating ideas about how to nourish a business. --Barbara Mackoff From Publishers Weekly Yerkes, a consultant and author (Fun Work) and Decker, a former .com executive, call this little book a "business fable." Drawing on the true story of a tiny Seattle coffee bar (think Cheers without the beer and the endless banter) that managed to flourish in the shadow of the giant chains, the authors attempt to distill universal truths that "cover all the essential ingredients for success": be passionate about what you do; surround yourself with good people and treat them well; view both customers and employees as friends; and maintain a consistent, quality product. Labeled the "Four P's" (passion, people, personal and product), these simple rules apply to everyone, owners and employees alike. The authors also stress the importance of intention in striving for and achieving success: whatever your goal, you have succeeded "when your results match your intentions." Reminiscent of a convention skit (each chapter is divided into "scenes" and is largely dialogue), this is a quick, easy read with solid business-and life-messages. The book also contains discussion questions and exercises, as well as factoids about coffee. Copyright 2003 Reed Business Information, Inc. "...this is a business fable of a true story...of the cut throat coffee business..." (Business Plus, September 2003) "...this book severs to demonstrate all five aspects very nicely..." (Real Coffee, October 2003) "...Like all good allegories, its lessons are to do with honesty, trust, dedication and the triumph of the little guy..." (Gulf Business, January 2004)