



Engineering Business Success: Essential Lessons In Building A Thriving Company

Herbert Johnson

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Herb Johnson believes that we are meant to live abundantly. We are designed to live the good life, with the freedom and creativity to follow our passions. What will defeat us is an attitude of impoverishment?the belief that we are undeserving, so why should we try. In *Engineering Business Success*, Johnson explores the structure of success. Many books overflow with detail about business systems?important, yes, but they don't reveal the big picture of what it takes to succeed. What fundamentally must be in place to open and effectively operate a successful business? As an engineer and as a businessperson, Johnson has written an important resource for both. But his book is for anyone who wants to make something of himself or herself, because the themes here are central to winning. Business opportunities abound in our society, and Johnson shows you what you should be looking for, and what needs to be in place if you are to win. So many businesses fail right out of the gate, and Johnson has the antidote so that it won't happen to you. Foremost, he says, you need to seize the responsibility to serve? to serve your industry, your clients, and your stakeholders. That is the underpinning of success. In *Engineering Business Success*, Herb Johnson shares what he has learned in his 28 years at the helm of the thriving company that he founded. And he shares what he has learned in life, since his boyhood rural upbringing, through his years as a young engineer, and as he has worked to make the most of his business. Johnson's story demonstrates the trajectory of following one's passion?and doing so with the spirit of service and with the business savvy that he has learned along the way. "Herb embraces an attitude of abundance, a dedication to discipline, and commitment for lifetime learning, all of which pour forth from this story of his entrepreneurial journey. Business owners, and those wishing to experience the freedoms Herb has enjoyed, will get a dose of enthusiasm and pick up some helpful hints from reading this book." ?VERNE HARNISH, FOUNDER, ENTREPRENEURS' ORGANIZATION AND GAZELLES AUTHOR OF SCALING UP AND MASTERING THE ROCKEFELLER HABITS

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