



The Successful Management of Independent Business (Paperback)

By Jr. Bill Dieruf

AUTHORHOUSE, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. At the University of Louisville, Bill Dieruf's popularity came from his significant business experience and his commitment to helping translate theory into action. Bill's classroom was a true learning laboratory. Dr. Robert L. Taylor Dean, College of Business and Public Administration, University of Louisville Can an independent business service in today's competitive environment? YES! On June 1, 1946-long before the arrival of Wal-Mart, K-Mart, HQ, and Home Depot-Bill Dieruf opened a hardware store in suburban Louisville, Kentucky. Since that time, the huge competitors have arrived, some opening megastores just minutes away from Dieruf Hardware. But the store that Bill built has not only survived, but prospered, serving three generations of customers. Bill Dieruf shares the secrets of his success in this book, secrets that apply to the management of any independent business: retail, wholesale, or manufacturing. In straightforward, easy-to-read language, Bill bypasses textbook principles and management theory, concentrating instead on proven techniques that can help you start a business or manage one better. If you follow the principles in this book, you will be successful.



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