Hermanisms

from the author of *The Innkeeper Tales*



Some of the ideas you'll explore in this book:



- ✤ Know math or no money. (21)
- ✦ Failure isn't fatal. (33)
- ✦ Facing reality is sobering. Ignoring reality is like being drunk. (38)
- ✤ Make the right business decision regardless of money. (77)

John L. Herman Jr. considers himself a *failure expert*—that is, not someone who fails at business, but someone who understands why a business fails. Reading his books will make every person who runs a company, owns a business, or wants to buy or invest in one better prepared for what lies ahead.

Herman completed a business degree at Towson University, graduate work at Johns Hopkins University, and a stint in the United States Air Force before taking on the corporate world. His many years of experience include working with a thousand companies that were losing money. He brings to his books a perception about people, problems, and the triumph of accomplishment in the struggle against the inevitable failures we all face. Intrigued? E-mail him directly at **Herman@hsbpress.com**.

Acclaim for The Innkeeper Tales

"... a delicious collection of stories ... but more than just a diverting fantasy. It's also the text of a crash course from the Herman School of Business. John Herman is an entrepreneur with a lot to say about why business doesn't really understand itself. I strongly recommend that you buy the book and read it carefully, cover to cover." – Award-winning broadcast journalist, Alan Walden, former director of Network News and senior correspondent for NBC Radio

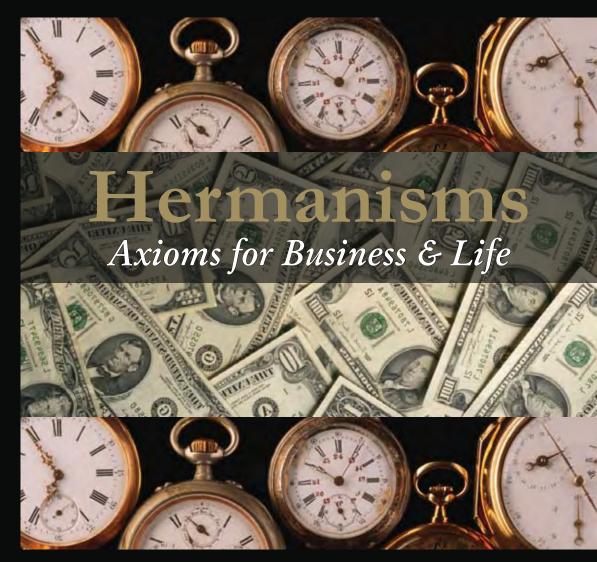
Visit www.TheInnkeeperTales.com to learn more and dialogue with the author.



John L. Herman Jr.



55. Are You Making Money... Or Wasting Time?



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