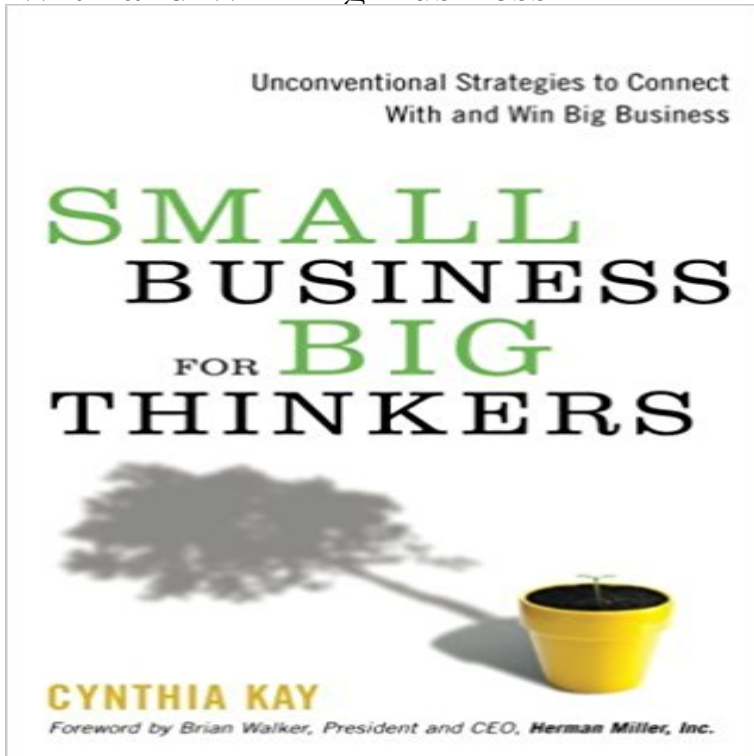


Small Business for Big Thinkers: Unconventional Strategies to Connect With and Win Big Business



Not only is Cynthia a dynamic, successful small-business owner, she makes it a point to be at the center of the collective national debate on small-business issues. She brings a unique perspective to the debate and never loses sight of what truly matters: the importance of entrepreneurship and the ability for small businesses to start, run and grow.--Todd McCracken, President and CEO of the National Small Business Association

Small businesses succeed when their leaders think big. In her book, award-winning business owner and sought-after consultant Cynthia Kay shows us that small business is actually a big deal. With the right tools and techniques, small business leaders can reach the highest heights. Whether you're just starting out as an entrepreneur or captaining an existing business, this book is a must-read.--Jeff Beals, author of *Self Marketing Power* and *Selling Saturdays*

Cynthia Kay's creativity, drive, and not-so-common competence has made a real contribution to me and to Herman Miller. There are lots of books written about business--too many, without anything new to say. This is one I actually read and can heartily recommend.--Brian Walker, CEO, Herman Miller, Inc.

A small business is not just a scaled-down version of a big one. In fact, some of the strategies that work well for larger companies may actually be completely irrelevant for smaller firms.

Small Business for Big Thinkers offers unconventional but proven strategies to run a better small business. It also provides a roadmap for owners looking to expand their small businesses by doing more business with Big Business.

Cynthia's down-in-the-trenches stories, along with those from other small-business CEOs and Big Business experts, show you how to connect with highly sought-after customers and win them over! You'll learn how to: Create an organization that is operationally efficient, creative, and entrepreneurial. Attract and

win contracts from much larger companies. Serve complex, global companies by forging strong relationships. Evaluate Big Business opportunities and know when not to compete.

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