

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.

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John L. Herman Jr.

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

Hermanisms

Axioms for Business & Life

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