



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



Hermanisms
Axioms for Business & Life



John L. Herman Jr.

Hermanisms

from the author of
The Innkeeper Tales

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



- ✦ Know math or no money. (21)
- ✦ The cost of failure is not 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. completed a business degree from Towson University, graduate work at Johns Hopkins University, and a stint in the United States Air Force, along with years of business and life experience—including being involved 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.

Herman considers himself a failure guru. 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.

Hermanisms will be released in the spring of 2007. Herman's first book, *The Innkeeper Tales*, has been out for several months. To expound on the messages contained in his books, Herman is speaking to groups and conducting lectures at colleges who have requested he share his knowledge with their students. To arrange a meeting, contact him at 410-453-0280 or herman@hsbpress.com.

About *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.