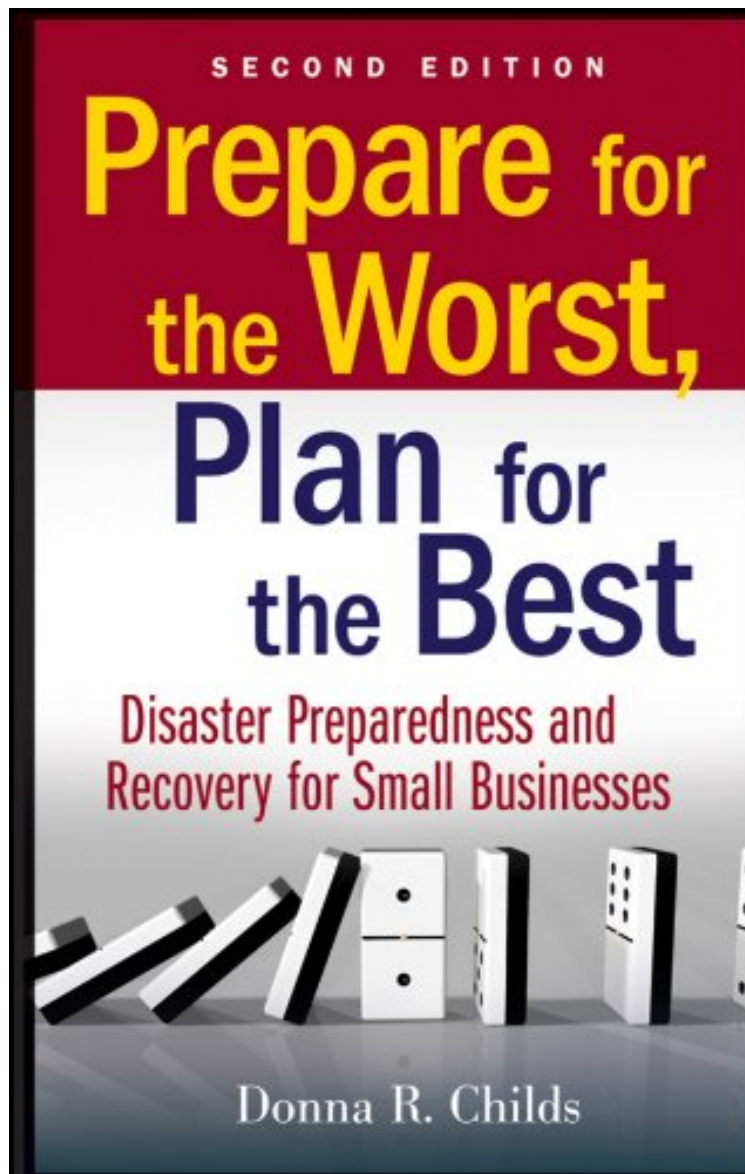


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Prepare for the Worst, Plan for the Best: Disaster Preparedness and Recovery for Small Businesses

Donna R. Childs

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Donna R. Childs : Prepare for the Worst, Plan for the Best: Disaster Preparedness and Recovery for Small Businesses before purchasing it in order to gauge whether or not it would be worth my time, and all praised Prepare for the Worst, Plan for the Best: Disaster Preparedness and Recovery for Small Businesses:

5 of 6 people found the following review helpful. A must read for any small business ownerBy NewYorkeThis guide

to disaster preparedness is useful to any small business owner who wants to manage risk and avert catastrophic losses. The first part of the book explains how to prepare for disasters, while the second outlines the best ways to deal with disasters when they do happen. The first part is critical; proper preparation can minimize the potential damage and enable getting the business up and running again faster. In some cases, proper preparation can avoid any losses at all even if a disaster strikes. The thorough treatment of the subject of insurance in preparing for disasters and dealing with their aftermath is particularly useful. What differentiates the book from a number of publications on the topic is the very clear outline of specific steps that a small business could--and should--take in preparing to disasters. Such a truly practical guide has been missing until now. In today's world of heightened risk and potential crises, reading this book is a great first step toward being better prepared for disasters. While the focus is primarily on the matters of particular importance to small businesses, the key elements of disaster preparedness are presented so well that, despite the title, they are relevant to businesses of any size. Highly recommended!

1 of 3 people found the following review helpful.
Comprehensive well planned
By E. Moccaldi
This is the second of Ms. Child's books I've read. This one, however, is a superior read and while comprehensive in structure is easy to follow and digest. What I enjoy most is that everything the author writes is explained clearly or backed up by fact or example. The attention to detail is truly noteworthy. I highly recommend this book to any small business owner.

2 of 4 people found the following review helpful. Engaging and helpful!
By Customer
When I bought this book to learn how to ensure the safety of my small business I was expecting a dry introduction to the subject. Instead, the book was thorough, taking me step by step through every possibility and more surprisingly, it was engaging! I highly recommend this book for anyone interested in protecting their business!

Improve business efficiency, eliminate day-to-day mishaps, and prepare for the worst-with effective disaster contingency planning Now in a Second Edition, *Prepare for the Worst, Plan for the Best: Disaster Preparedness and Recovery for Small Businesses* presents you with proven guidelines for your small or mid-sized business to effectively prepare for catastrophes, including Rebuilding an IT infrastructure Setting up your insurance to expedite claims payments Assisting your employees and their families Getting your business up and running again Contacting third parties Handling insurance claims What to do if your main office location is not accessible Adequate insurance for property, business interruption losses, and workers' compensation Successful planning not only can limit the damage of an unforeseen disaster but also can minimize daily mishaps--such as the mistaken deletion of files--and increase a business's overall efficiency. This essential, must-have guide is the only contingency guide you will need to ensure your company's continued success.

"Childs, who has written *Prepare for the Worst, Plan for the Best*", a guide to disaster planning for small business, noted that many of the problems that occur in a disaster are also ones that could happen in the best of times." (Associated Press, April 17th, 2009) "hellip;.serves as a handbook to help businesses prepare for and respond to events ranging from natural disasters like fires, hurricanes, and floods, to human errorshellip;" (Arizona State University, 9/10/08) From the Inside Flap We know, in our post--September 11/post-Katrina world, that disasters are increasingly catastrophic in impact. While major disasters cannot be prevented, you can equip your small business with the knowledge needed to mitigate your risks and recover quickly when they occur. Now in its second edition, *Prepare for the Worst, Plan for the Best: Disaster Preparedness and Recovery for Small Businesses* presents you with a structured, time-tested blueprint to help you evaluate your business in terms of its vulnerability and guide you through developing a cost-effective, individualized disaster and recovery plan. In this new edition, author Donna Childs thoughtfully draws on the lessons she and her company learned while working in Lower Manhattan on September 11, 2001, and working with small businesses worldwide coping with all types of disasters. She offers valuable strategies to prepare for a variety of unpredictable disasters to enable your small business to be prepared with a realistic, functional contingency plan. Carefully outlining procedures to undertake during a catastrophe and how to implement a successful recovery, *Prepare for the Worst, Plan for the Best*: Provides new guidance on how to rebuild a company's IT infrastructure Contains new material about disaster relief programs and the immediate financial payoff to contingency planning Includes new information on Redundant Arrays of Independent Disk (RAID) hardware backups, calling trees and the intranet, power outages and suppliers, as well as wireless networks Adds new sections on setting up an insurance program to expedite claims payments as well as on assisting employees and their families Walks you step by step through what to do during disaster recovery such as contacting third parties and handling insurance claims Reveals how a sound contingency plan can successfully combat daily "small" disasters, such as mistakenly deleting computer files, while also improving the overall efficiency of business processes If you are a small business owner or manager, what you do before a disaster will determine, in large part, if you will be able to remain in business after the disaster. Whether a network break-in or an earthquake occurs, you can take steps to significantly improve the protection of your business in the case of a disaster. *Prepare for the Worst, Plan for the Best, Second Edition* shows you how to put in place a disaster preparedness plan that will yield a positive return on your investment even if disaster never strikes. From the Back Cover PRAISE FOR *Prepare for the Worst, Plan for the Best* "A fascinating read,

based on experience with 9/11 but applicable to many types of natural or human-caused disasters. The author provides detailed and useful information on disaster recovery planning for small businesses, emphasizing IT recovery but providing useful tips for much more. The extensive explanation of insurance coverages is well balanced with guidance to help a small business take action to survive, remain viable, and ultimately to recover and remain competitive in the marketplace following a disaster." mdash;Diana L. McClure, Director of Business Protection VP, Institute for Business Home Safety "As the number of businesses grows in the United States, so do the numerous threats to their survival including natural or man-made disasters, technology and security breaches, and questionable or ultimately unsuccessful business relationships. Donna Childs's extraordinary personal and business experiences, coupled with her economic development work, make her a remarkable resource for entrepreneurs as they integrate contingency planning into their overall business strategy. Her focus on IT is particularly important given how vital information storage and retrieval has become for businesses of all sizes. A must-readmdash;and a must-planmdash;for any business owner." mdash;Erin M. Fuller, Executive Director, National Association of Women Business Owners "How will you confront that nightmare scenario, an unprecedented event that puts your business on the line? If you're not inclined to 'wing it' when facing the worst, and if you're ready to channel some new revenues to your company by demonstrating real preparedness, this book is for you." mdash;Robert D. Austin, PhD, Associate Professor, Harvard Business School; Faculty Chair of the Harvard Executive Program for Chief Information Officers "Small businesses are now facing disasters on a scope and scale that were previously unthinkable. This book is a must-read to prepare your business for the worst." mdash;Murray Low, PhD, Associate Professor, Columbia Business School; Director of the Entrepreneurship Program "An essential handbook for anyone who owns, or plans to start, a small business, Prepare for the Worst, Plan for the Best helps you move from paralysis to preparedness. It's a logical, understandable approach to protecting the business you worked so hard to build." mdash;Lauren Simonds, Managing Editor, SmallBusinessComputing.com