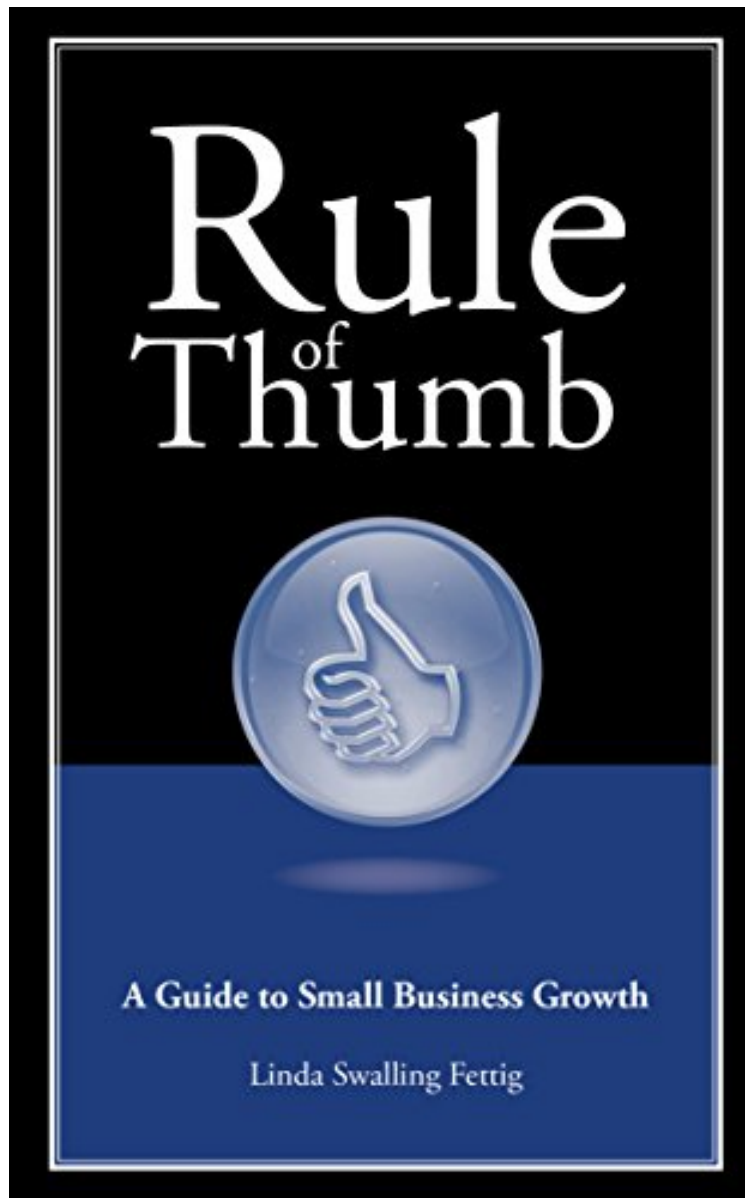


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Rule of Thumb: A Guide to Small Business Growth

Linda Swalling Fettig

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Linda Swalling Fettig : Rule of Thumb: A Guide to Small Business Growth before purchasing it in order to gage whether or not it would be worth my time, and all praised Rule of Thumb: A Guide to Small Business Growth:

Rule of Thumb: A Guide to Small Business Growth is an introductory guide for first-time entrepreneurs and small

business owners seeking to gain a basic understanding of what it takes to grow their business. Almost everyone dreams of inventing the next big product or offering the most requested service and growing their business. Business growth is an exciting and often very hectic time in the life cycle of a business and understanding growth strategies is vital to the health of your business. Rule of Thumb: A Guide to Small Business Growth helps entrepreneurs understand corporate growth and learn about resources available to help make growth possible. This book will help you learn how to work "on" your business even as you work "in" your business.

About the Author Linda Swalling Fettig is an author, the founder and owner of Omalinda Enterprises, and an adjunct professor for Bellevue University, teaching entrepreneurial and management courses in the online environment. Linda worked for the Nebraska Department of Economic Development for 20 years and was an executive on loan, serving as the Director of the Rural Development Commission for the state for almost 10 years. Linda is a summa cum laude Bachelor of Arts graduate of Graceland College with a minor in Business Administration and an emphasis in Community Development. She earned a Master of Arts in Leadership Development from Bellevue University and a Master of Science in Organizational Management with an emphasis in Economic Development and Entrepreneurship from Peru College. She is also a graduate of the Economic Development Institute. Her works on community and rural development have been published in national trade journals and she has been a presenter at conferences, workshops, and seminars at the local, regional, and national levels.