

Get Informed - Read More Books!

Get inspired by sinking your teeth into some truly inspiring books from some of the best minds in business today.

Jumpshift!
Michael Sherlock
(founding MD of
Brumby's Bakery)
& Alan Anderson
(Management
Consultant)

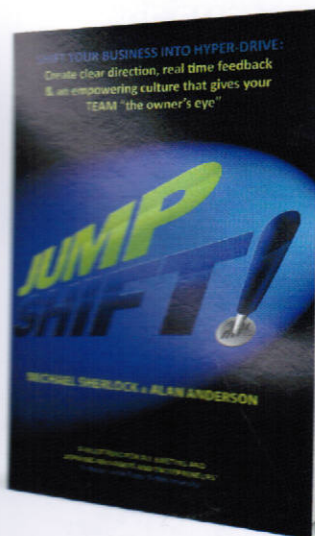
Jumpshift! is an excellent resource for small business owners working too many hours in their business, and not enough time on it to ensure its success and growth in an ever-changing retail environment.

Packed with real life examples of creative, thoughtful business practices, *Jumpshift!* provides helpful hints that can be applied straight away to achieve outstanding results in your business.

The book outlines the successful business strategies that drove the exponential growth of the Brumby's Bakery franchise. You'll learn how to apply the 8-step process that saw Brumby's sold to ASX-listed Retail Food Group in 2007 for a whopping 17 times last reported earnings.

Each chapter concludes with tips and self-analysis tables to apply to your own business based on proven, real-world methods.

Available from www.Jumpshift.com.au



**Expand Your
Brand**
Merrill Pereyra

As a Senior Executive in arguably the world's top franchise organisation, Merrill Pereyra reveals the business secrets he discovered during his 23 years with McDonald's. Pereyra's intention, he writes, "is to provide a personal guide to help franchise owners and corporate executives understand the complexities and challenges of expanding operations, particularly in new and diverse cultures."

A highly interesting and entertaining read, *Expand Your Brand* will help you understand and tap into the success formula of one of the most iconic brands in the world. We particularly like how the book is broken into bite-size 'chunks' (ideal for busy franchise business owners), with heaps of practical tips you can apply right away to grow your business and your bank balance.

Even better, Pereyra is donating all profits his book to the McDonald's Family Room at the Colonial War Memorial Hospital in Suva.

Available from www.expandyourbrand.com.au

