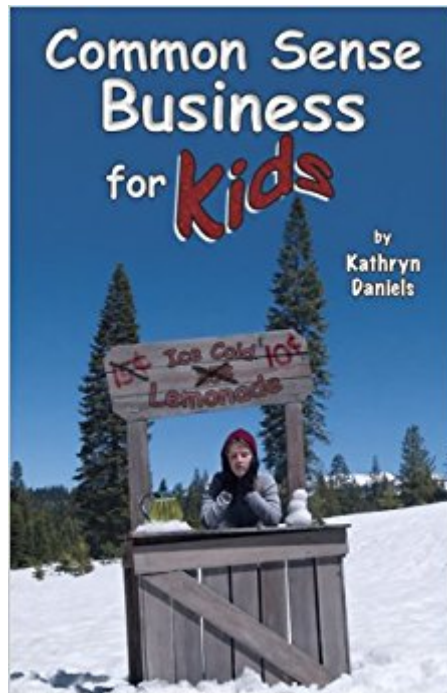




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Common Sense Business For Kids



Synopsis

What does it take to be successful in business? Anthony Maybury used to think that in order to be successful in business one must know how to put complex theories into practice. He thought that success required knowledge of advanced mathematics, inventory management equations, and whiz-bang marketing techniques. But, he made some interesting discoveries. He came to realize that the greatest contributor to his business success was found in life experiences, not textbooks. Mr. Maybury said his business strategy was just "plain old common sense." But, through years observing others in the business world, he realized that his common sense business strategy was not so common after all. Through a series of interviews, author Kathryn Daniels collected dozens of Anthony Maybury's anecdotes and common sense strategies about what it takes to be successful in business. The result, "Common Sense Business for Kids," is a collaboration to benefit and encourage kids interested in entering the business world; but Maybury's wisdom is ageless. Using practical judgment derived from experience rather than study, and using real-world examples, Anthony Maybury explains common sense realities behind basic business principles, including: fixed and variable costs, market potential, research, price strategies, inventory management, salesmanship, and management techniques. Mr. Maybury discusses characteristics needed to be a successful entrepreneur, manager, or employee. Mr. Maybury comments: "I hope the 'common sense' I share with you will be beneficial as you embark on your own career, that it helps you appreciate the value in being aware, of looking at things from multiple perspectives, and of being ready to adapt. I hope you see that even though success in business may seem complicated, it's really just 'common sense.' " Contents: 1. Business: It's All About Common Sense 2. The Biggest Cause of Business Failure 3. Operating Costs: There is More to Business Than What You Pay for the Product 4. Market Potential: Two Isn't Always Better Than One 5. More About Markets: The Perfect Fit 6. Research, Research, and More Research 7. How Much Does It Cost? 8. Don't Put All Your Eggs in One Basket 9. Change With the Times 10. Needs Versus Wants 11. Business is Hands-On 12. Inventory 13. The Employee, the Employer, and the Entrepreneur 14. Salesmanship 15. Deciding Which Business to Go Into 16. The Other Stuff You Need to Know 17. There is No "Final Answer"

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Customer Reviews

I have been searching for an economics course that would be suitable for middle school students. Much to my pleasure, I found exactly what I was looking for in "Business, Economics and Entrepreneurship for Middle School Students by Bluestocking Press!" "Whatever Happened to Penny Candy?" was recommended to me over and over, which was what originally led me to the Bluestocking Press site. I was overjoyed to find an entire curriculum set for middle school students that included not only the book I was looking for, but three others! "Whatever Happened to Penny Candy" is a simply written book of 15 chapters that helps students (and adults like me) understand the basics of the economics system in the United States. Not only that, but it incorporates history and current events in as well. In real terms that aren't weighty and hard-to-grasp, your children will finish this book with more information than I was ever taught (even in college) about such things as wages, inflation, recessions, federal debt, and so much more. Even better, there's a common-sense sort of humor to the book that kept me chuckling all the way through. "A Bluestocking Guide: Economics" is a sort of workbook/test book/extra study guide to go along with "Whatever Happened to Penny Candy." It includes extra articles to further study and understanding of each chapter in the "primer" (which is "Whatever Happened to Penny Candy"), as well as discussion questions and tests. The tests include everything from short answers and definitions to multiple choice and essay questions. Further reading lists, charts and diagrams are included, too. You could read the primer without using this book, but it really helps round out the course. "Common Sense Business for Kids" is 17 chapters, but only 62 pages of just what it says - common sense. Students learn the ins and outs of what it takes to successfully run a business - things like operating costs, markets, needs vs. wants, changing with the times, keeping inventory, employees and salesmanship. Since each chapter is only a few pages, the info is not in depth, but instead very to-the-point. I find that extremely refreshing, and I have a feeling your kids will, too! "Capitalism for Kids" is subtitled

Growing Up to Be Your Own Boss. With a little more depth and a different range of topics, this book continues on the same theme as "Common Sense Business for Kids." Chapters focus on such topics as evaluating what sort of business best suits the child's interests and talents, capitalism vs. communism and socialism, family businesses, investing time and money, gaining education and experience, and even such things as laws and licenses. Again, I really like the common sense writing that isn't too wordy or philosophical. Quite simply it's written to kids for them to read themselves. Even though this curriculum is suggested for middle school, I found it to be meaty enough for many high school students. However, if you're hoping to find a set put together specifically for high school, Bluestocking Press offers two. 1. Economics Course for High School Students 2. Economics and Nature of Government for High School Students Both contain some of the same books that are in the middle school kit, so you will want to decide which age level you'd most like to purchase and then purchase only that set. On the other hand, all of the books contained in the sets are available individually for those who would prefer to simply go through one or two books. Loving this! --Cindy West, The Curriculum Choice

Kathryn Daniels was born in Sacramento, California. After earning degrees in Cecchetti ballet from the International Society of Teachers of Dancing, Ms. Daniels attended college and graduated top of her class with a Bachelor's degree in Business Administration/Marketing. She continued on to earn a Master's degree in Liberal Arts. Ms. Daniels is the author of several study guides for the Uncle Eric books, and also co-editor of "Capitalism for Kids" and "Economics: A Free Market Reader," all published by Bluestocking Press. Anthony Joseph Maybury was born in Hamilton, Ohio in 1923. In 1943, he married the love of his life, Ruth, and they raised four children together. (Their son, Richard J. Maybury, is the author of the Uncle Eric books, published by Bluestocking Press.) In his career, Mr. Maybury progressed from shoe-shine boy to a prestigious position as the General Manager of the West-Coast division for a major coffee company. His diverse experiences in the business world led him to amass a wealth of "common sense" to share with others. Mr. Maybury was so successful that he was able to take early retirement at the age of fifty-five.

Lovely booklet to explain about money to kids. Clear. Give it a read first so you can answer questions and work with them.

If businesses operated by these principles, they would be very successful. This book encourages kids how to be successful in their own business from an early age. We are using it for high school.

Not really for kids, but for parents.

a great book for young entrepreneurs

Bought this for Grandson to enlighten him on capitalism. I hope he gets the message. I think he will be a great businessman.

Excellent book lays out the basic logical advice on starting a business for kids. Give one to your local elementary school library.

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