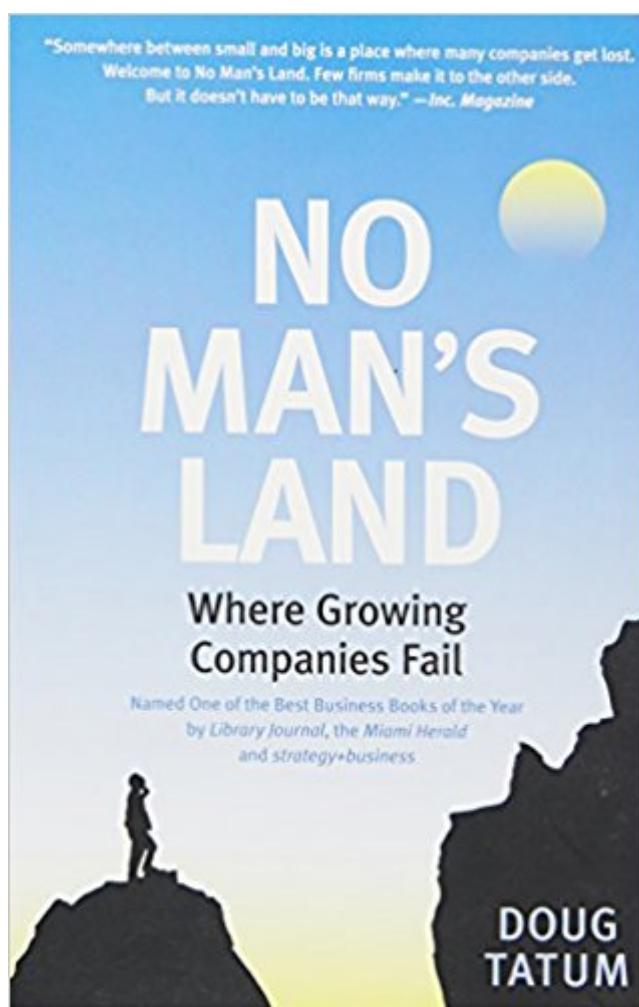


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# No Man's Land: Where Growing Companies Fail



## **Synopsis**

If starting a company is difficult, leading a company once the business has caught fire is infinitely more so. Thousands of startups each year approach the dangerous transition that Doug Tatum calls No Man's Land?when they are too big too be considered small but still too small to be considered big. Tatum offers the navigational rules these companies need, and valuable case studies of emerging growth businesses that succeeded or failed during No Man's Land.

## **Book Information**

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## **Customer Reviews**

Financial and tech consultant Tatum's excellent guide brings fresh insight that will help fast-growing companies navigate the fatal trap of no man's land, a perilous zone where they have outgrown the habits and practices that fueled their early growth but have not yet adopted new practices and resources to cope with their new situation and challenges. The growth that leads a company into No Man's Land will not lead a company out of it, warns the author. In the adolescent growth stage that kicks in around the 20-employee mark, companies must return to the fundamental promise they offer customers, shifting from intuitive and undisciplined leadership from the founder and low wages and grueling hours for employees to a more efficient and scalable system. Often, this transition requires a new set of leaders with experience at large companies and a different financial structure. Tatum's potent guide communicates the key ideas vividly with engaging stories and evocative writing, and will help leaders identify and survive a key phase in a company's growth. (Sept.)

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This is a really important book. Doug Tatum knows more about the subject, and has thought more deeply about it, than anyone else on the face of the earth. His book provides a ton of useful information for entrepreneurs who are in the middle of No Mans Land, approaching it, or just wondering about it. Bo Burlingham editor at large, "Inc." magazine, and author, "Small Giants" This book has renewed my faith that the end-game is worth the challenging journey. I'll re- read and reference "No Mans Land" like I do "Good to Great," Skeeter McCorkle, president, McCorkle Nurseries

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I wish I read this 5 years ago. This book basically described the transition my company is going through or just went through. If you are a growing company and just getting to 20 or 30 employees... READ this book

Seriously, this book explained exactly the situation I am in with a company of mine. Reading this book when I did really provided me with a road map on what to do at this stage of my company. Very well written. I'd say essential reading for companies that are growing fast and ready to go to the next level.

I work with smaller companies (Revenue \$5-50 million) and this book capsulizes the challenges and beauty of a smaller company. It is a very important read for CEO's, but equally important to those who are trusted advisors to small company CEO's.

Doug absolutely nails it with this book. He developed a business simulation seminar, partnering with Insperity, to help business leaders identify where they are and where they should go. Groups of likeminded leaders collaborate and leave with valuable insight on their business. Must read!

One of the best books I've read on the true challenges and respective strategies or better fundamental principals to successfully address those challenges to take a business from 6 figures to 8 figures and beyond.. Excellent craftsmanship and exceptionally well written...

good data and examples. I hadn't heard of the book, but it was required reading for a continuing education class. Worth the investment in time.

One of the best descriptions I have read about this unique business challenge and some great suggestions about how to navigate them. Getting more companies through No Man's Land would go a long way to support more growth in our economy. I also found it refreshing that the book honors businesses that want to stay small and helps owners diagnose whether they should pull

back from growth and be a profitable boutique.

I guess I'm not a real self help book guy. It didn't tell me anything I didn't already know or thought I should be doing. Not a bad book, just not what I need or thought I would need.

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