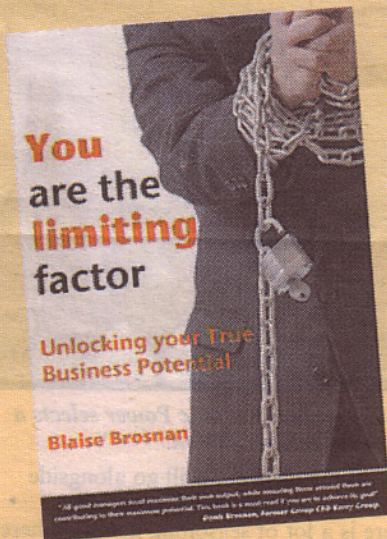


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Business' new bible

Review by Lucy Warden

A Wexford businessman has released a new self-help book to kick-start failing businesses on the road to success. In the cut-throat times global recession has imposed on small businesses, Blaise Brosnan's book may be the life-line many companies need.

Entitled "You Are The Limiting Factor", Mr Brosnan has compiled a collection of useful instructions and advice arranged in manageable chapters that focus on ascertaining your limitations, and so helping you reach your optimum business potential. "The fact that you are the limiting factor in... your career and in your business is good," writes Mr Brosnan, "As this is the variable you have the most control over."

Born into a small business in Kerry, Mr Brosnan gained much experience dealing with the trials and variables of small businesses from a very young age. Later he worked in a range of summer jobs in the UK and the US to fund his college fees, and consequently landed his first management role as a CEO of a dynamic and multi-purpose business at 24, where he quickly learned to survive and then succeed in business.

His knowledge is derived from over 23 years experience in his role as Chief Executive of a number of businesses. The successful completion of a portfolio of assignments in Ireland, the US and in Russia has gained him further national and international experience.

Currently an independent management consultant, trainer and businessman, Mr Brosnan holds some very influential roles, outside his formal commercial position, as a founder member of the Enniscorthy Rotary Club and a board member of Wexford Festival Opera.

The book was written in the response to the thousands of graduates of his Owner Management Development Programme (OMDP) who asked him to present his unique practical guidance in written form. It evolved from this successful programme initiated over twelve years ago, which has since been delivered to over 2000 businesses Nationwide.

Mr Brosnan stresses that this book is not to be viewed as a textbook but as a personal manual. The incorporated exercises throughout enable the reader to convert it into "their own personal roadmap to guide you forward in your business." He also establishes early on that "the successful development of your career or business depends on your ability to manage... you have to take responsibility for your future success... don't play a game of chance." Wise