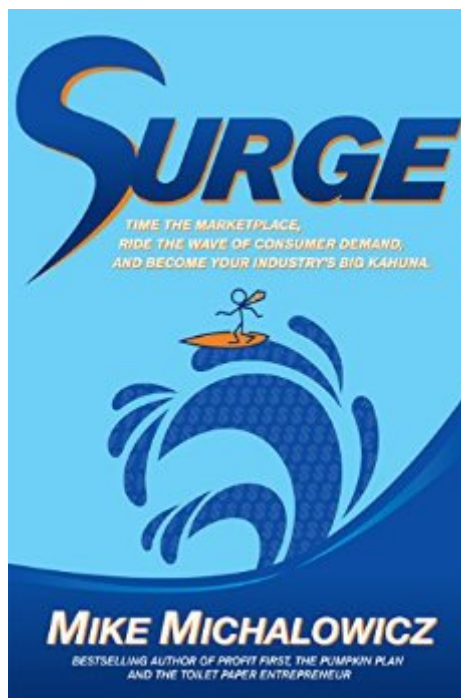


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# Surge: Time The Marketplace, Ride The Wave Of Consumer Demand, And Become Your Industry's Big Kahuna



## Synopsis

To achieve the ultimate in entrepreneurial breakthrough success requires an uncanny ability to spot the next big wave of consumer demand - but how do you do that? For most small business owners, the true cash cows seem to be reserved for lucky people who were in the right place at the right time. In his newest book, *Surge*, prolific small business author Mike Michalowicz shares the 5-step process for identifying trends in your marketplace. After reading his from-the-trenches stories and no-nonsense approach you'll realize you don't need to wait for a lucky break. You can make it yourself.

## Book Information

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Decision-Making & Problem Solving

## Customer Reviews

I'm going to be honest here: Mike Michalowicz did NOT re-invent the wheel with this book. The concepts in this book are hardly new. A general theme in the book is that there's really no such thing as luck, but rather a science to spotting trends. A pattern, if you will, one that any business owner that's watching for them can detect. Right in the introduction, Mike states "luck is about

foresight paired with strategic action."That's what surge is. It's the strategy to spot the trends, get in on them at the right time, then ride that wave to industry success. But what I love the most about this book is that Mike also stresses the importance of not only when to capture the right wave (not too soon, not too late), but also the importance of recognizing when to get out. Knowing when all the energy of a wave is kaput and you need to begin spotting the next big kahuna wave of domination. So, why dock a star if I love it so much? Mike clearly states that this is the first book in a three-book series, but it still feels like it's missing something. He does a good job of referencing his prior books but keeps me wondering what the next two steps are in the process of total domination. He also mocks Def Leppard...I don't stand for that. ;-)

**FULL DISCLOSURE & BIAS ALERT:** My name is in the front of the book. I received and read a *\*very\** early manuscript of Surge. I have purchased both the Kindle and Audible versions and have read the final release. I've even shared a beer with Mike. Please don't hate me for that.

As a business coach who focuses on Marketing (as well as someone who grew up surfing in So. California) I was delighted to listen to the Audible version of Surge. A fan of Mike's other three books this one will become a must read for my clients. Though I must say the Audible version with Mike's additional humor and insights is really the way to go. Great real world examples that will get you thinking differently about the way you market. I have even found myself suddenly finding money on the streets!

I love all of Mike Mchalowicz's books and recommend you go and get them all. You won't be sorry. Surge is no exception. Great real world practical business advice to take your business to the next level, find and ride the surge. PS- if you are not listening to his Profit First podcast you'll probably want to check it out.

I was disheartened when I saw how I've gone wrong with my biz in the past. Now I'm excited because I have a doable plan and action steps to get there. The chapter on finding your wave is exceptionally good.

I'm a little surprised at the 5 star review. I was guessing it would be a 3.5 stars and I would come in with a 5. Instead I'll make it 4 stars: First, this isn't the best business book of all time. I don't think it has mass readership appeal. It's not going to be a classic like Profit First (but I don't think it is intended to be). I told someone about this book yesterday and when they asked me what it is about,

I stumbled through my words. I actually don't know what it is about to you or how it applies to you. To me, however, however, this book was very helpful and powerful because it caught me at the perfect time in my life where I needed to read this. I immediately was able to make some decisions about my business that make me feel really good and more confident. It didn't just get me excited or motivated. Rather at some point in the story line I recognized myself and where I am at and there is enough how-to action steps in the book to make it easy to apply. For those that are reading on here...I'm not sure who the demographic is for this book. I can't think who I would give it to. Perhaps it's best for those semi-successful entrepreneurs that are actively running a pretty good business now---or someone who is already mildly successful and has the luxury to carefully pick their next venture. They've done it "well" but they want to take it to the next level. Or not really the next level...this book is about how to take it to the TOP level. Trust the process. Keep up the good work  
Mike!

I love this author, and wanted to love Surge. The book is typical of his style, easy to read, innovative concepts, highly practical and laugh out loud moments. Surge empowers you with techniques to capture a movement in the market. In other words it teaches you timing. The concept is novel and in all regards Surge is an impressive book, except one. Its timing. It is ironic that a book about timing the market, was released at the wrong time. If you follow the author's books in sequence, like I do, you will see the building of concepts. Toilet Paper Entrepreneur is for the brand new startup, Pumpkin Plan teaches you then how to build, then Profit First (which is arguably the best book on business finances ever written) teaches you how to make tons of money from what you built. Then comes Surge. It tells you what market to be in. Huh?!?! Should that be the first thing an entrepreneur does? Shouldn't they do that BEFORE they start their business. Great concepts, solid book, just read it before you read the other books. I have to give this a 3 star for the author messing up the timing on a book that is all about timing.

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