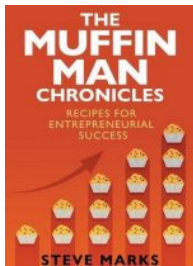




Book Review

The Muffin Man Chronicles: Recipes for Entrepreneurial Success



Steve Marks

Steve Marks,
PO Box 284, Akron, Ohio 44210, USA.
166 pages. £11.63 paperback.

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Available at: <https://www.muffinmanchronicles.com/>
Amazon <https://www.amazon.co.uk/dp/1737871408>

When it comes to entrepreneurship, there are many inspiring stories. But Steve Marks' book "The Muffin Man Chronicles – Recipes for entrepreneurial success" certainly has the edge on all of them.

This book takes the reader on a roller-coaster ride of emotion as it charts the trials and tribulations of Main Street Gourmet and its co-founder and entrepreneur Steve Marks builds the business.

What started as a bid on an abandoned building in Akron, Ohio, to what became a multi-million-dollar empire, The Muffin Man Chronicles is Steve's personal story of drive, ambition, pain when things don't go to plan, surprises when they do, how to be resilient, and when to walk away.

For everyone in business, it contains many lessons for us all, especially on how to deal with things when business starts to get more complex.

A great deal of thought and emotion has gone into this book. Steve Marks paints an honest and at times, brutal picture. He discusses how to deal with venture capitalists: what it takes both mentally and financially to buy back a business from a venture capital firm; how to overcome a downturn in sales, how to compete with the giants by becoming agile and creating customized products and services – and more importantly – know your own worth and charge accordingly, and how to regain control of a business when everything seems to be running against you.

In short, this author, shows what it takes to make business fun again – a very inspiring read.