

Business Wise

Timeless Advice

The single most important decision that will determine whether a business will survive is the choice of a product or service—Thomas Murphy.

It's an uncertain future... It is shortsighted for any college student, regardless of major, not to pursue a minimum of preparation for self-employment in the event of unpredictable economic conditions. —Clifford Baumbach

References:

A Business of Your Own: How to Select, Finance, and Start it Successfully. Thomas Paul Murphy, McGraw Hill, 1956.

How to Organize and Operate a Small Business, fifth edition. Clifford Baumbach, Ph.d, professor of management, University of Iowa, Kenneth Lawyer, Ph.d, Pearce C. Kelley, Ph.d. Prentice Hall, 1973.