

Live the Life of a Deal-Maker—Vicariously

Experience the thoughts, feelings, nuts-and-bolts analyses, and actions of a CEO as he goes through an acquisition. Most entrepreneurs and business leaders have never bought or sold a business and don't have a realistic appreciation of what the experience feels like. Buying and selling a business is often shrouded in mystery. But no more.

Some key takeaways from reading this book are:

- What is it like to buy a business?
- How do you get to the real truth about the business you are buying?
- How do you analyze a business?
- How do you find sellers of businesses?
- What does it feel like to do a deal?

The Feel of the Deal is an entertaining story of the author's business acquisition and gives the reader a rare opportunity to get inside the head and heart of the CEO. Robert Sher opens up his thoughts and feelings during the four-year acquisitions journey. In addition to the real-life and personal story, the book is filled with essays and commentaries the reader can use—steps are outlined and the reasons behind

each move are explained. His book is a new kind of how-to business guide—the inside story, fun to read, and easy to implement. Readers will be more likely to include acquisitions as a part of their overall strategic thinking.

About the Author

Robert Sher is the principal of CEO to CEO, an advisory practice dedicated to the world in which CEOs work. His CEO case study columns are published in the East Bay Business Times and the San Jose Business

“In this era of cookie cutter business books, Robert Sher has written one that truly stands out.”

--Dennis Jaffe, Ph.D. Author, Professor,
Saybrook Graduate School

“I wish I read this book before I set out on my first acquisition; this is the type of candid information that really helps you prepare....”

--Rand Morimoto, CEO, Convergent Computing; Cyber-Security Advisor to the White House

Journal as well as on the Alliance of Chief Executives' CEO Knowledge Exchange. He is a speaker for audiences of entrepreneurs, executives, business owners and C-level executives.

Robert Sher serves as a Director of the Alliance of Chief Executives. Robert was CEO/President and a

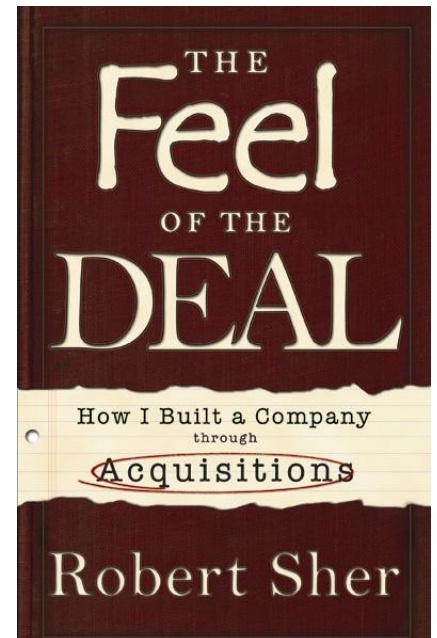
founder of Bentley Publishing Group. At the helm from 1984 through 2006, this industry-leading decorative poster publishing firm grew significantly, including four acquisitions since 1999.

Between 1995 and 2000, he was a Lecturer under contract with St. Mary's College, teaching Entrepreneurship and Small Business Management to hundreds of graduate students in the MBA and Executive MBA programs.

“Understand the anatomy of a deal from a CEO who has actually been through the process multiple times.”

--Jim Horan, President, Author, Consultant, Speaker—The One Page Business Plan Company

Robert Sher received a B.S. in Business from Hayward State University and an MBA from St. Mary's College. He is married to Renee, father of two children, Jessica and Ben, and lives in the San Francisco Bay Area.



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