
Book Review

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Cadence: A Tale of Fast Business Growth

by: Pete Williams

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Cadence by Pete Williams is the winner and finalist of several international awards in the field of business. This book, which shares William's framework for business growth, is told through an inspiring story of a Triathlon coach named JJ who quits his secured job as a teacher to pursue his dream of becoming an entrepreneur. His goal, like anyone else who enters the world of business, was reaching a better financial status. Unfortunately, after two years of launching his bike shop called Cadence, not only the desired goal was not achieved, but also, he found himself in a situation familiar for most entrepreneurs-financial crisis and paddling to sustain the business.

Cadence is written in 16 chapters. In this book, all incidents, events and ups and downs are like a story. It is as if an entrepreneurial journey is underway; the entrepreneur is immature at the beginning; however, overcoming all the obstacles helps him become more and more experienced, so does the reader of the book who travels the journey with the entrepreneur. Someone named Charlie, who JJ accepted his mentorship, is a successful businessman. JJ notices that and tells him about the undesirable events in his business and the way they have affected his personal life. Hearing this, Charlie has an offer for JJ that he cannot turn down. He wants Charlie to prepare him for the cycling championship tournament, and in turn he will teach JJ a powerful framework called seven levers.

Cadence knows well that like entrepreneurial settings where learning and success happens under the condition of uncertainty, learning and success in implementation also depends on practise and action. That is why it artfully and gradually addresses these seven levers through different steps of mental and physical preparation for the sporting championship.

In Chapters 1 and 2, the readers are mentally prepared and ecstatic, and notice that JJ's concerns can be also true about them. Then in Chapter 3, it first describes the seven levers model, and in the remaining chapters, tries to introduce new aspects of the

seven levers and provides practical examples in order to fit the reader's mind into the model's framework and help the reader better understand how it works. The framework of the seven levers provides the reader with an action plan to obtain 10% wins in each of the seven areas, so an increasing profit generates synergistically. Although these seven areas are focused on sales and profit generation, all key units of a business are engaged in the progress.

This book ties the growth of business to improving sales strategies. Although, there is an ocean of content about marketing in books, its innovative value lies beneath the followings: first, this book describes those levers from perspective of small and medium-sized entrepreneurship firms. Therefore, Williams wrote his book focusing on more applied methods than mere theoretical ones. Second, Williams uses narrative language instead of a formal register, so that the reader can easily relate to the story and enjoys being a part of JJ's exciting entrepreneurial journey. In one word, this book can be applied to any types of businesses either for producing products or offering services to increase sales and profit in domestic and international markets. The effect of 10% success in seven levers is something that any business owner must know, especially the ones which challenge with profit margin or big dept.

There are four pointers here: first, the book is about the post-launch steps rather than the early stage of idea generation in starting a business. Second, the so-called levers for small and medium-sized business are not at tactic level (often being temporal with expiration date), they are more at the strategic level. In another word, these organisations must give serious considerations to the 10% optimisation in each of those seven levers, and the organisations' main goals need to be set to reinforce them, so that the so-called framework can be converted to competitive advantage. Third, reading this work is more effective when it is purposeful. So, before starting to read the book, readers had better have, even if not owning a business, a business plan or at least a business model for the idea in mind which can describe the logic of creating the value. Then, they should follow the steps one by one to learn the levers mentioned in the book. Finally, as this book focuses on developing a strategic framework on the whole, one needs to start reading the book from the beginning and follow the order of the chapters to the end. Otherwise, they might get confused by the flow of the story and the role of the characters who joined in separately in different chapters.

Overall, reading this book is full of excitement and we recommend it to all business entrepreneurs and practitioners. This book can also be a great source for MBA and entrepreneurship lesson plans. It is recommended especially for the ones with challenge of marketing strategy, sales, or growth which can be taught in workshops with simulation.