

Partnerships
John Wyckoff

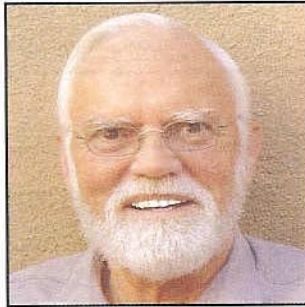
A Book Review

By Rick Campbell, publisher

It isn't very often that we publish a book review here at *MI*. As a matter of fact, I can't remember doing one in the twenty six years we've been in existence. There's a good reason for that, of course. Most books we receive are for consumer consumption. The business books out there are for all businesses, big business or specific businesses, but not our businesses.

About 20 years ago, John Wyckoff authored *MYOB (Mind Your Own Business)*, a book about running a powersports retail establishment successfully. It came in three ring binder form and was replete with tips and hints on how to conduct business in our industry.

MYOB-2 is the second edition of this guide to powersports retailers and is hot off the press.



Author John Wyckoff

Not being a champion at book reports when I was a kid in school (a hundred years ago), I thought I'd take John's book home, scan it and fake a few kind words about a few highlights. You know, the same way you did back in high school. So much for that idea.

I began with the table of contents and foreword, usually found in the front of any book. Immediately after that standard fare, John jumps right in, asking the reader to "Evaluate Your Store." After that abbreviated command, he offers a 17-point test for the reader to take, the results of which can be used for just such an evaluation.

I'm not going to go through the book, section by section. Heck, there are a total of 40 brief chapters. I will tell you, however, that just about any retail business operator would benefit from reading *MYOB-2*. Every single employee at your store would also benefit. I even found poignant points for magazine publishers as well.

I think we all strive to run our business as well and as profitably as we can. John's book, *MYOB-2*, will go a long way toward assisting just about anybody in business to achieve that goal.

MYOB-2 is available from
Windsor Media Enterprises, LLC
620 Park Ave, #317
Rochester, NY 14607

You can check out the book's website at www.myob-2.com or
buy it online at www.amazon.com.

