



The Commitment Engine: Teaching Your Business to Manage Itself

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Author : John Jantsch

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From Reader Review The Commitment Engine: Teaching Your Business to Manage Itself for online ebook

Robert Chapman says

If you have just started or are about to start a business then you really should read this book. It's an easy read which covers everything from forming the critical ideas to marketing them and managing everything in-between.

One of the things I liked most about this book is that it contains many current references to online tools and social media concepts which can really save a business owner tons of time and extend their reach greatly. The other thing that comes through very clearly is the author's passion for building a business and how vital passion is to fueling to the commitment engine.

This is a short review I know, but I don't want to give away too much from the book. If I were to start a business tomorrow this book would be most valued reference.

Gary Paulson says

I am being challenged by the author, so even though I am enjoying the audiobook, once I am done, I may have to read a hard copy just to make notes.

Update: Finished listening to book and will definitely be reading it again (ebook) this to pull more info out of it

Ron says

Will post an in-depth review on amazon, YouTube, and my blog soon. It's about every organic aspect of your small to medium sized business, which was unexpected from the guy behind Duct Tape Marketing and the blog I follow religiously. John more than delivers in this effort. A must read if you are in any position of authority for any kind of company.

Nick Armstrong says

I think you could safely pick just one between Referral Engine and Commitment Engine. There are enough similarities that a cliffnotes version would fill in the gaps between the two. Still, this was a good read, the first few chapters were very substantive. The remainder were things we'd heard in Referral Engine - important lessons in both, but I felt like this could have been an add-on chapter or two to Referral Engine.

Sandra Sims says

Inspiring and thoroughly practical, The Commitment Engine renewed my sense of purpose and passion. While aimed at business owners, it was easy to apply the teachings to my own work as a manager for a nonprofit organization.

My full review is on The High Calling... <http://www.thehighcalling.org/book-re...>

Marcey Rader says

Lots of writer-downers. I listened to the audiobook and was repeatedly rewinding. Great book for business owners.
