



No Man's Land: Where Growing Companies Fail

By Doug Tatum

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If starting a company is difficult, leading a company once the business has caught fire is infinitely more so. Thousands of startups each year approach the dangerous transition that Doug Tatum calls No Man's Land?when they are too big too to be considered small but still too small to be considered big.

Tatum offers the navigational rules these companies need, and valuable case studies of emerging growth businesses that succeeded or failed during No Man's Land.

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Editorial Review

From Publishers Weekly

Financial and tech consultant Tatum's excellent guide brings fresh insight that will help fast-growing companies navigate the fatal trap of no man's land, a perilous zone where they have outgrown the habits and practices that fueled their early growth but have not yet adopted new practices and resources to cope with their new situation and challenges. The growth that leads a company into No Man's Land will not lead a company out of it, warns the author. In the adolescent growth stage that kicks in around the 20-employee mark, companies must return to the fundamental promise they offer customers, shifting from intuitive and undisciplined leadership from the founder and low wages and grueling hours for employees to a more efficient and scalable system. Often, this transition requires a new set of leaders with experience at large companies and a different financial structure. Tatum's potent guide communicates the key ideas vividly with engaging stories and evocative writing, and will help leaders identify and survive a key phase in a company's growth. (*Sept.*)

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Review

This is a really important book. Doug Tatum knows more about the subject, and has thought more deeply about it, than anyone else on the face of the earth. His book provides a ton of useful information for entrepreneurs who are in the middle of No Mans Land, approaching it, or just wondering about it.

Bo Burlingham editor at large, "Inc." magazine, and author, "Small Giants"

This book has renewed my faith that the end-game is worth the challenging journey. Ill re- read and reference "No Mans Land" like I do "Good to Great,"

Skeeter McCorkle, president, McCorkle Nurseries

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a"Inc. Magazine"

aThis is a "really important" book. Doug Tatum knows more about the subject than anyone else on earth. Heas also lived through No Manas Land in his own companywhich sets him apart from most others who have written about the passage from small to big. His book provides a ton of useful information for

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aAn excellent guide for surviving business adolescence.a

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About the Author

Doug Tatum is Partner and Chairman Emeritus of Tatum, LLC, the nation's largest and fastest growing financial and technology executive services and consulting firm. He currently serves as Chairman and CEO of the Co-Investment Partnership, a private equity fund. He is a recognized expert on entrepreneurial growth businesses and has testified before Congress concerning the issues faced by growing companies. He lectures widely and lives on a farm.

Users Review

From reader reviews:

Charles Carter:

The book No Man's Land: Where Growing Companies Fail give you a sense of feeling enjoy for your spare time. You can utilize to make your capable a lot more increase. Book can to become your best friend when you getting pressure or having big problem with your subject. If you can make reading a book No Man's Land: Where Growing Companies Fail being your habit, you can get much more advantages, like add your own personal capable, increase your knowledge about many or all subjects. It is possible to know everything if you like available and read a guide No Man's Land: Where Growing Companies Fail. Kinds of book are several. It means that, science guide or encyclopedia or others. So , how do you think about this book?

Debbie Siegel:

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Gloria Wells:

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