

## TODAY'S STORIES / July 12, 2006

### Executive Bookshelf

By Daily Journal Staff

On Wednesdays, *Executive Bookshelf* highlights new and interesting business books. Suggestions for books should be sent to [dailyjournal@charlestonbusiness.com](mailto:dailyjournal@charlestonbusiness.com).

#### The Danger Zone — Lost in the Growth Transition

By Jerry L. Mills

B2B CFO/CIO LLP, June 2006; \$19.95

Business executive Jerry L. Mills has released a new book, "The Danger Zone — Lost in the Growth Transition."

"The Danger Zone" is a business non-fiction book designed to help entrepreneurs and owners of growing businesses understand organizational pitfalls and their direct impact on the company's financial wellbeing. Mills, B2B CFO/CIO LLP founder and chief executive officer, defines "The Danger Zone" as a stage of a business cycle where the cash needs of the company exceed the available cash.

The author writes with more than 20 years of experience as a financial consultant, business owner and part-time chief financial officer for dozens of mid-size growth-oriented businesses. "The

Danger Zone" brings a real-life teaching approach and weaves in numerous practical examples of easy-to-read and easy-to-implement do's and don'ts in business management and organization.

The book takes on key issues that trouble entrepreneurs. According to Mills, many business owners don't understand why they had more available cash when their company was much smaller. Lack of cash puts tremendous pressures for business owners, making them feel trapped and abandoned.

"Feeling trapped, overwhelmed and financially maxed are all symptoms of a larger problem, a phenomenon I call 'The Danger Zone,'" Mills said. "The purpose of this book is to help business owners understand this phenomenon and to give them easy to follow suggestions to avoid or get out of this situation."

The contents include an "unofficial" organization of most businesses, specifically three categories that play key roles: Finders, Minders and Grinders. Each category has its own dimension, its own important role in business and its own mindset. Mills teaches entrepreneurs how to remain in the "finder" mode, which lets them focus on the big picture strategy instead of grinding tactics.

To purchase the book, click [here](#).

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