



Book Review 'Why Business Failed' (Malay Version)

Uqbah Iqbal*

Department of Social Sciences and Humanities, History Programme, University Kebangsaan Malaysia, UKM 43650 Bangi Selangor, Malaysia

*Corresponding author: Uqbah Iqbal, Department of Social Sciences and Humanities, History Programme, University Kebangsaan Malaysia, UKM 43650 Bangi Selangor, Malaysia, Tel: +60 3-8921 5555; E-mail: uqbah@siswa.ukm.edu.my

Received date: June 07, 2016, Accepted date: September 14, 2016, Published date: September 21, 2016

Copyright: © 2016 Iqbal U. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Citation: Iqbal U (2016) Book Review 'Why Business Failed' (Malay Version). J Hotel Bus Manage 5: 142. doi:[10.4172/2169-0286.1000142](https://doi.org/10.4172/2169-0286.1000142)

Book Review

Written by Ahmad Amri Zainal Adnan and Nurasyikin Ahmad, this book explores 44 common mistakes made in the course of daily business. The errors are categorized into three main causes of the errors of yourself, mistakes and errors in the marketing plan. Also infused with ways to overcome them effectively. You have the opportunity to become a successful entrepreneur should know the causes of business failure. This prior knowledge can be used as a trigger motivation and challenges in confronting the roller coaster world business world. This book is suitable for entrepreneurs and individuals who aspire to venture into the business so that these common mistakes can be avoided so successful in business.

According to Michael E. Gerber in his book *The E-Myth*, if you know the technical work in any business does not mean you can do the business relating to the technical work. Suppose you know the repair of computers, but not necessarily successful in the business to repair your computer. Any business is only successful when it is established from the perspective of the entrepreneur. A successful business is a business that is created by the reality of the business world, not because of the business owner. In other words, a successful business is not built by an extraordinary person, but it was built by people who make extraordinary things.

The results of any type of business depend on the system that is created, not the individual expertise. So in order to achieve the desired result you also have to know how to become entrepreneurs. You need to learn how entrepreneurs think and act. You also need to know the system and the reality of the business world. Everyone can become entrepreneurs and famous, you just need to know how. This book dismantling common mistakes that are usually done by the entrepreneur, the impact on the business and how to overcome them. Follow the step by step instructions contained in this book and you will succeed as an entrepreneur.

The study said that entrepreneurs who excel have the same personality. They have the same personality was found to solve the equation on the academic background, experience or expertise. In other words, the type of personality is an important factor for the

success of the business. The study also found that many successful entrepreneurs in the business have several features. The first is that they are natural leaders. You cannot lead others if you cannot lead yourself first. Someone who can take care of himself, sure can take care of others. Someone who successfully manages others well surely have success. The second is that they are able to work well even under pressure. Everyone cannot run away from problems. At home there is no problem. In the workplace there is any problem. Those who succeed can managed to control his emotions when significant problems and stress. By controlling the emotions, they control the situation. The third is that they are great problem solvers. All sensible people can solve problems and every problem has more than one solution. Successful people can solve problems in the most creative and effective.

Key success as those who succeed as entrepreneurs are to choose the right opportunity with the personality of each. Your personality determines the type of business that suits you operate. People who are around you also plays an important role in the success of your business. Make individual who accompanies you as an assistant to create your success. Plan in advance your business. Select the type of business that really suits you. Many people go into business as eager to be your own boss and have his own company. What is seen by the naked eye is not the same as the reality of the business world. You need to know the business world before entering the field. Many have jumped into the business without adequate supplies finally found the business world is not as easy as I thought. In a fast-moving business world today, you can no longer use the excuse of no time to enhance knowledge. You need to know latest management knowledge, the latest product knowledge and technical skills up to date. Long-term success of the business requires you to gain knowledge all the time so today be better than yesterday. Tomorrow is better than today. Sign up for the workshops or seminars on business wishing to undertake. It may affect management techniques, marketing or legislation. Investing in such programs does not hurt, even in the long term could reduce the company's costs. In addition to participating in seminars and workshops, subscribe magazines business. Learn entrepreneurial knowledge is useful not only for yourself but also useful when you already have your own employees.