

BOOK REVIEW

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ABOUT THE BOOK

Adil Lamnini (2018). *Startdown: The real-life chronicles of a Moroccan entrepreneur Paperback*. Independently published. ISBN-10: 1091539391, ISBN-13: 978-1091539396

ABOUT THE AUTHOR

By creating “Association Professionnelle des Marques Marocaines” and the Label “Made in Morocco” whose vocation is to mentor and promote young Moroccan brands with high export potential, this serial entrepreneur is committed to strengthen up the network of the Moroccan entrepreneurial ecosystem. His ambition is to support the greatest number of young bloods in having the courage to make change, innovation and propose effective, inclusive and sustainable solutions at the service of our Kingdom. He recounts his entrepreneurial journey, failures, and the lessons learned to the success pathway in his book entitled “Startdown”: *Chronicles of a Moroccan Entrepreneur*. Adil LAMNINI shares his expertise as a training speaker with companies, national and international organizations.

SUMMARY OF THE BOOK

The book is divided into seven chapters.

Chapter 1: The beginning challenge meanwhile

In chapter one, the author indicates that to be a successful entrepreneur, there are certain core to carry with. Solely taking up classes from any entrepreneur schools won't help the person to build great achievement in entrepreneurship. It takes

discipline, hard work, commitments and responsibilities. It's also suggested that young generation should go beyond the comfort zone and take up new challenges. A smart entrepreneur knows how to solve a problem; in the same time a clever entrepreneur knows how to avoid the problem. In this chapter, the author also indicates a set of skills that are crucial to start a business and to build your pleasant personality.

Chapter 2: Get your shit together!

The chapter 2 begins with the message that the key to get the shit together is to start down. One needs to understand discipline, hard work, commitment and responsibility and he or she has to pull all these aspects together trusting instincts and your intuition. Time is money. Hence by managing the time well on how much money one can make as planned, he/she see progress accordingly. All ideas should be closely taking into valuated. An idea which only based on stone cold numbers can result into big failures. Hence, we need to think with our consciousness minds, and act with our instincts. To lead as an entrepreneur, one needs to find that equilibrium between making money and time to make the money. It is suggested by the author that he/she should follow a decent lifestyle and maintain healthy. This includes, taking good care of your health, looks, and mind. Fitness is a major factor to "get your shit together plan". This will require a lot of commitment, discipline and consistency, which will help you in your professional life remarkably. The author stresses the importance of charisma in entrepreneurship. People who possess this set of behaviors will lead to success, because they are well and healthy, well groomed, and agile, they understand politics and they are pragmatic.

Chapter 3: Work until you no longer have to introduce yourself!

When you no longer have to introduce yourself to people it means people already know who you are, in other word, you have gained certain reputation for yourself, but the most significant feature in this case is the kind of reputation you have cultivated. The author is referring to efficiency, hard work, power, principles and charisma. Efficiency and hard work make you "the guy you need to get shit done", power and principles make you "the guy who makes sure to get shit done", and

charisma makes you “the guy who knows how to get it done better than anyone”. Giving insight into entrepreneurial life, the author directs that business reputational value is critical to its very survival. The confidence of the client will be directly and far-reaching impact on business performance. Stressing the continuous movement as an entrepreneur, the author states that ‘it is not about how many times you were knocked down, but it is concerning on how many times you got up and how far you can go. If you feel like quitting, remember why you started down.

Chapter 4: The client is king, but I am not the queen!

The chapter four provides insight into the importance of H2H (Human to Human) relationship with the clients. The entrepreneurs should build rapport with the clients, but it also suggested that, well made and drafted contracts are crucial to avoid any mishap of understanding. The book stated clearly that entrepreneurs should perform three important steps. Namely, negotiate a win-win situation, build a human to human relationship, and make a well drafted contract accord. Added to the point that it is mentioned that the terms of payment of every deal where he/she should get fifty percent of what they owed. Entrepreneurs need to be cash minded, otherwise they will not have enough feather to fly one day. Advises given to the novice entrepreneurs, the author suggests that one needs to understand that being a queen in business, is a behavior, or much more like a mistake, when you let your stand and your rules down, there is high chance that clients will run away with the money. It is suggested by the author that if you don’t feel good about someone, don’t deal with him, period.

The only thing you can do is to surround yourself with trust-worthy, successful and experienced people, and trust instincts.

Chapter 5: They Watch! they hate! they copy

Chapter five share on five kinds of businessmen. **The Skeptical**; the one who sees the success of others and immediately starts to question it. **The Researcher**; the one loves to learn. He researches every possible scenario and outcome for strategies to start or grow a business. **The determined**; the one who hasn’t “made it” but he will, no matter what. **The accomplished**; they have gone through all the stages of entrepreneurship and building a business and have reached success. And then you

have the **Copycats**; these ones imitate the achievements of other people and try to emulate them precisely. Explaining the role of each kind of businessman, the author cautioned the entrepreneurs to be watchful and trust instincts.

Chapter 6: The better you dress, the worse you can behave!

Chapter six provides a lot of suggestions. Author suggests the importance of knowing what he/she is talking about; do not raise your voice in argument; do not joust, these will make you look like an amateur or a conman. Your client or partner will not understand the messages that you are trying to tell them. Under no circumstances, must not curse or use offensive language, stay classy, keep it smart. A happy and smiley presence is very important, that can attract others as well as lighten the mood. One needs to be serious when in a serious conversation but keep it professional and friendly. Giving insight into the importance of dressing, the author indicates that 'the better you dress the worse you can behave'. One needs to balance the dressing code with the occasion is he attending and topic he/she is trying to talk about.

Chapter 7: Winners don't make excuses, only rules.

Chapter seven gives an idea that the entrepreneurs should not be an "excuse managers". Working with people who always have an excuse is nobody's favorite. One needs to do to avoid becoming an excuse machine and starting to become an effective entrepreneur. Entrepreneurs need to be a part of the solution rather part of the problem. It is suggested by the author that there are no emotions in business, one has to cut loose when you see that there is no progress. Business is like a baby, entrepreneurs need to feed it at all time, so that it will grow, so the rule you need to make is, making money is crucial.

EVALUATION OF THE BOOK

The book "Startdown ", extends several messages to young entrepreneurs. Envisaging a disciplined life, the author stresses the significance of discipline, hard work, commitment and responsibility to be a successful entrepreneur. The entrepreneurs need to have visions, actions and commitment for business continuity. Every second of life to be valued with right decisions since it is attached with return of investment. How

many times an entrepreneur falls down and then wakes up and walks that determines the real success of entrepreneurship. The book critically suggested that genuine and realistic ideas should be there with the entrepreneurs than following copycat leaders' ideas. To get the real knowledge more than academics, one need to be in the field. To be a successful entrepreneur, one needs to be resilient, creative and agile. The book extends excellent ideas and insight to budding entrepreneurs.