



# No Man's Land: Where Growing Companies Fail

By Doug Tatum

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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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## No Man's Land: Where Growing Companies Fail By Doug Tatum Bibliography

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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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aSomewhere between small and big is a place where many companies get lost. Welcome to No Manas Land. Few firms make it to the other side. But it doesnt have to be that way.a

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

entrepreneurs.a

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a"Strategy + Business"

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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.

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##### Anne Larsen:

As people who live in the particular modest era should be revise about what going on or information even knowledge to make these people keep up with the era which is always change and make progress. Some of you maybe will update themselves by reading through books. It is a good choice for you but the problems coming to you is you don't know what kind you should start with. This No Man's Land: Where Growing Companies Fail is our recommendation to cause you to keep up with the world. Why, as this book serves what you want and need in this era.

**Donna Bohannon:**

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