

# *BartsBooks Service*

## *A Little History*

**BartsBooks** Came into existence to serve you - the business person with the tools, and ways to profitably share your expertise with the business community.

*Bart Jackson's 30 years as a business journalist, had left him frustrated with increasingly less helpful business media. Print and online journals tried to cover complex business challenges in 800-word articles, while the only other solution came from some shining business star's 350 pages tome on the same subject, for a mere \$39.95. Neither answered the call.*

*As a result, we founded BartsBooks.*

## *Our Mission*

- *To provide people in business with the information they need, in succinct form, from those many business masters and veterans who've been through it all before.*
- *To provide individuals the opportunity to make their expertise known, and offer solutions for those facing hard business hurdles.*
- *And by helping those involved better meet their challenges, BartsBooks strives to nudge business in fact and perception toward what it should be - a force for good.*

## *BartsBooks Vision of Business*

*BartsBooks is founded on the belief that each individual harbors an innate craving to create things for the good. We further believe that business offers an unrivaled avenue for unleashing for this force. The excitement and honest challenge of business is to recognize each person's potential, unite it with others, and help create and distribute useful entities for all. In this way, both the participants and all society benefits.*