



# Worm on a Chopstick

*Paul B. Silverman*

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Understanding Today's Entrepreneurial Age: Directions, Strategies, Management Perspectives

"Traditional companies must "think entrepreneurially" to survive, adapt and grow, addressing today's changing market challenges and opportunities," said Paul B. Silverman, author of *Worm on a Chopstick*. "But entrepreneurial companies must also adapt, moving from start-up to a sustainable business demands thinking like 'Traditional' management. Like an unexpected critter on a chopstick, today's tsunami-like market and technology changes often occur when you are least prepared," said Silverman.

Here is what reviewers are saying about *Chopstick*:

"Sometimes a dynamic book comes along that makes you think in new directions, create new ideas, develop new perspectives. *Worm on a Chopstick* by Paul Silverman accomplishes this and so much more. He brings a highly experienced voice to today's entrepreneurial age discussions and lets us know where we are heading. A powerful book that could change your life."

-Rita Cosby, Award Winning TV Host and Bestselling Author of "Quiet Hero: Secrets from My Father's Past"

"A slam dunk of a book for aspiring entrepreneurs. Paul Silverman has completed 'the cycle'- businessman and teacher- and brings his relevant experience to entrepreneurs who are seeking practical advice on how to be a successful risk taker."

- Tom McMillen, Former Congressman, Olympian, NBA star, and businessman

"*Worm on a Chopstick* provides a solid juxtaposition of theory and practice-tempered by experience. Very readable; and a learning opportunity"

-Michael W. Wynne, Investor, 21st Secretary of the Air Force, Former Undersecretary Acq Tech and Logistics

For additional reviews, see [paulsilverman.com/books/reviews/](http://paulsilverman.com/books/reviews/)

Microsoft in 1980, only about 30 years ago, had 38 employees and sales of \$8 million. Google, started by two Stanford students in 1998, has a market cap of \$173 billion today, more than three times the value of GM, a 107 year old "traditional" company. Apple, Amazon and many others are entrepreneurial successes, but 3 out of 5 entrepreneurial companies fail within 3 years and many do poorly. Changing the game, creating risk and opportunity for all players are rapidly morphing markets, technology innovation and global forces.

Emerging companies creating new businesses; traditional companies holding on to survive; today's business thinking challenged at all levels; and most struggling to understand what is happening and where we are heading. *Worm on a Chopstick* ("Chopstick") offers perspectives and strategies helping address today's challenges and opportunities.

*Chopstick* is the first of three books by the author sharing perspectives and strategies for addressing today's

Entrepreneurial Age challenges and opportunities. Written in an entertaining, anecdotal, highly readable snappy style, drawing on Harvard Business School and other case studies, Worm on a Chopstick delivers powerful, substantive messages. Chapter titles such as Competition: Knowing When to Circle the Wagons and Which Wagons to Circle; Ch. 12 Entrepreneurial "People" Management: Theory X and Theory Y-Schools of Management, Not Algebra; Metaphors and Models: Strawmen Do More Than Chase the Birds Away and Walk With Tin Men and Lions, emphasize Chopstick's highly readable style.

Chopstick's title relates to the author's experiences in Japan many years ago. Confronted with a "what do I do now" situation where the ability to define the animal/food boundary was a real challenge, this vignette provides insights author's experiences at a senior level meeting in a dimly lit Tokyo restaurant years ago. Confronted with a "what do I do now" situation where the ability to define the animal/food boundary was a real challenge, this vignette provides insight into global business challenges, unpredictability, and how to handle global social and cultural issues.

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### From reader reviews:

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What do you regarding book? It is not important along? Or just adding material if you want something to explain what your own problem? How about your spare time? Or are you busy man or woman? If you don't have spare time to try and do others business, it is gives you the sense of being bored faster. And you have extra time? What did you do? Everyone has many questions above. The doctor has to answer that question mainly because just their can do that. It said that about publication. Book is familiar on every person. Yes, it is suitable. Because start from on jardín de infancia until university need this particular Worm on a Chopstick to read.

#### **Pat Billings:**

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#### **Terry Dansby:**

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