

Veteran Entrepreneur Launches Kickstarter Campaign in an Effort to Support Struggling Business Owners and Entrepreneurs

The current economic climate is ideal for business owners open to adapting their business approach to the realities of today's ever-changing marketplace.

CHICAGO, IL, USA, May 10, 2016 /EINPresswire.com/ -- As entrepreneurs and small businesses across America continue to struggle in an economy that seems to be all but stalled, Alan Yong announced today the final launch of a Kickstarter campaign timed to prepare the way for the release of his upcoming book, the Four Pillars of Business Success. According to Yong, the current economic climate is ideal for business



owners who are open to adapting their business approach to the realities of today's ever-changing marketplace. As he noted in his announcement,

"Small businesses are struggling in America, with more closing their doors than opening for the first time in recorded history and more than 60% failing within their first five years of operation. In response I have written *The Four Pillars of Business Success* - the culmination of learned lessons from a 40-year entrepreneurial career. This book provides an innovative approach to systems-based business design that will help your company outperform and outlast its rivals."

According to the U.S. Small Business Administration, entrepreneurs and small businesses have been the primary driving force that has helped the United States to climb out of the deepest recession the country has experienced in a generation. Since that recovery began, small companies have created seven million of the eleven million jobs added to the economy, with new startups being responsible for much of that growth.

While those results are impressive and worthy of acknowledgment and praise, Yong emphasizes that the statistics demonstrate just how important it is that our small businesses have the best possible chance for success. That requires more than just paying lip service to their achievements. Instead, it requires a national commitment to helping entrepreneurs compete in an environment conducive to fair competition.

"Small business still drives our economy and our employment success," Yong noted, "and that is unlikely to change any time in the future. It is important that we continue as a nation to recognize that more than fifty percent of us either own our own small businesses or are employed by such a

company.

“At the same time, however, we have to come to terms with the fact that our small businesses are losing ground every year for a variety of complex reasons. Given that these smaller companies are responsible for as much as two-thirds of all of the nation’s new job growth, we cannot afford to ignore their important role in our overall economy.”

Yong’s new book, the Four Pillars of Business Success, was written with that problem in mind. Within its pages, the veteran entrepreneur and tech futurist offers insights on business design and management strategies cultivated over the course of his forty-year career in the business world. With its lessons, new entrepreneurs can construct businesses built on the type of strong, systems-ready foundation needed to provide stability and flexibility in today’s evolving marketplace.

As he called for greater unity at the national level in support of small businesses and the entrepreneurs who create them, Yong also called on investors and other interested parties to help fund and support the first print of his new book in any way that they can to ensure that small business owners have an opportunity to learn what they need to know to maximize their odds of success.

About Alan Yong:

Well-known and respected entrepreneur Alan Yong is a well-regarded visionary who established Dauphin Technology in 1988. Since then, he has spent decades at the forefront of the technological revolution, helping to push the boundaries of technology and business thought. In this, his first book, Yong finally shares the insights and lessons he’s learned over the course of those several decades with today’s entrepreneurs, small business owners, and managers.

For more information please visit: <https://fourpillarsofbusinesssuccess.com/>

To purchase the book and support the Kickstarter please visit:

<https://www.kickstarter.com/projects/124571891/the-four-pillars-of-business-success-book-by-alan>

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