

Two Spurs Press Releases David Vega's Small-Business Guide, Running the Business

New book helps entrepreneurs move beyond doing the work to operating and leading stronger organizations.

ROCKWALL, TX, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Two Spurs Press, the publishing imprint of [Rockwall Capital Group](#) and publisher of David Vega's Fool Series, today announced the release of [Running the Business](#): A Practical Guide to Operating and Leading a Small Business.

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*David Vega, author of
Running the Business*

Written for entrepreneurs and small-business leaders, *Running the Business* addresses a challenge many owners encounter as their organizations grow: being good at the work is not the same as knowing how to run the business.

“Most business owners begin with expertise in a product, service or profession,” said Vega. “They quickly discover that operating a successful business requires an entirely different set of skills. I wrote this book to provide a practical framework for making better decisions, building a

stronger organization and becoming a more intentional leader.”

The book is organized into two complementary parts. The first focuses on the operating disciplines that support a healthy business, including planning, financial management, organizational structure, accountability and decision-making. The second examines the human side of leadership, including communication, culture, trust and the responsibilities that come with leading others.

Rather than promising a formula for success, Vega offers principles and practices that owners can adapt to the realities of their own organizations. The book draws from his decades of experience as a financial services executive, entrepreneur, investor and advisor to businesses and nonprofit organizations.

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The release comes as Vega continues sharing the book's ideas with business, nonprofit and community leaders. He was recently invited to speak at an upcoming meeting of the Rockwall Area Small Business Alliance. The invitation follows recent presentations for the Chamber of Commerce and the Military Warriors Support Foundation. Vega is also scheduled to participate in Convene: Where Gathering Inspires Growth in October.

Through Rockwall Capital Group, Vega advises small businesses and nonprofit organizations on strategy, operations, leadership and sustainable growth. The firm also provides complimentary advisory support to qualifying small businesses and community organizations.

That commitment to accessibility extends to the new book. A complimentary digital edition of Running the Business is available through Rockwall Capital Group and [Fool for Thought](#), allowing entrepreneurs to benefit from the material regardless of their ability to purchase the book. Print and Kindle editions are also available through Amazon.

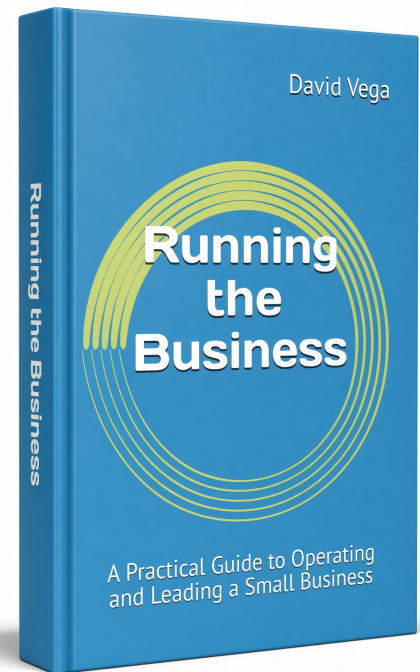
"Publishing the digital edition at no cost reflects the reason the book was written," Vega said. "If these ideas help an owner avoid a mistake, make a better decision or build a healthier organization, then the book has served its purpose."

About Running the Business

Running the Business: A Practical Guide to Operating and Leading a Small Business by David Vega offers practical guidance for entrepreneurs navigating the transition from performing the work to operating and leading an organization. Published by Two Spurs Press, the book is available in print and Kindle editions through Amazon. A complimentary digital edition is available at www.rockwallcg.com

About David Vega

David Vega is an author, executive and business advisor with more than three decades of experience in leadership, operations and organizational growth. As founder and CEO of Rockwall Capital Group, he advises businesses and nonprofit organizations on strategy, leadership and sustainable growth. He is the author of Running the Business and the Fool Series, including Fool



Running the Business by David Vega offers practical guidance for operating and leading a small business.

for Thought and Fool for Sentiment. Vega is available for media interviews and speaking engagements.

About Two Spurs Press

Two Spurs Press is the publishing imprint of Rockwall Capital Group. Its growing catalog includes David Vega's Fool Series and Running the Business. The imprint publishes thoughtful nonfiction that combines practical insight, personal reflection and ideas readers can apply to their lives and work.

David Vega

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