



One Hundred Pennies

Michael S. Robinson

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The title of this groundbreaking book is drawn from an interesting statistic. According to the Department of Commerce, for every one hundred pennies that make up the Gross Domestic Product of the United States, almost sixty cents come from small business. So why are small businesses seemingly treated as an afterthought, especially during difficult economic times? During our recent downturn, while billions of dollars were generously handed over to large corporations as part of the Troubled Asset Relief Program (TARP) bailouts, small businesses were left to navigate the turbulent waters of our economy with neither a paddle nor a GPS. In *One Hundred Pennies*, Michael Robinson simplifies the complex ideas underlying these facts by shedding light on the value of small businesses to a healthy U.S. Economy. Drawing upon his own twenty-plus years of entrepreneurial experience, during which time he built several corporations and hired thousands of employees, Robinson strives to put things into perspective by outlining the main economic problems that stagnate our economy and providing basic solutions for getting our nation back on track. As an innovative CEO who has dealt with the challenges of navigating his own companies through difficulty economic times – including the tragedy of 9/11 – and emerging more successful than ever, Robinson is an apt advocate for the small businesses that power this country. His provocative book is sure to change the national conversation and exert influence on both government and business leaders across the nation.

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