

Sacramento Book Review



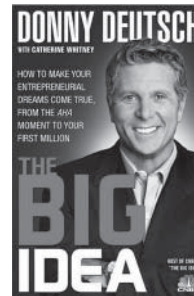
Below is a clipping of your book review that appeared in the January 09 issue of the *Sacramento Book Review*. Thank you for sending us the book.

The Big Idea

By Donny Deutsch

Hyperion, \$25.95, 272 pages

Great business ideas rarely start in a boardroom. They start when someone notices something that doesn't seem right, that's missing, that could easily be improved. That's the Big Idea that Donny Deutsch's nightly CNBC TV show focuses on. Regular people, not MBAs or serial entrepreneurs, that had a big idea and followed through with it. *The Big Idea* (book) highlights many of the people that have appeared on *The Big Idea* (TV show) and Deutsch uses them for examples in a short, yet informative chapters on how anyone can get a



Big Idea and capitalize on it. The chapters, themselves, are broken up into even smaller chunks, making this a book quite easy to pick up and read for when you have a short break, and not feel that you will lose your place.

None of Deutsch's lessons are all that new, but the many stories will provide inspiration or encouragement. Or even a Big Idea or two of your own.