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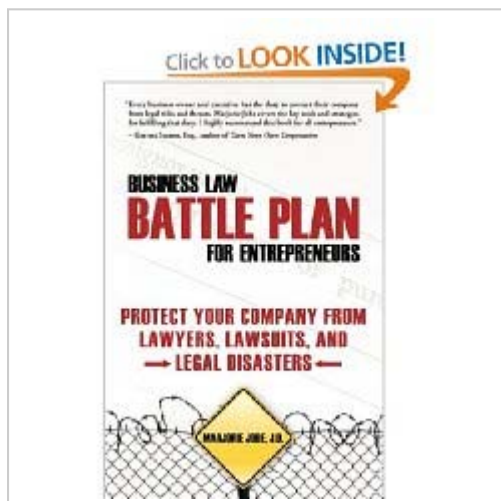
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Author Discoveries

By Ron Standerfer

Wednesday, February 10, 2010

Business Law Battle Plan for Entrepreneurs by Marjorie Jobe J.D.



Former Secretary of Defense Donald Rumsfeld, during one of his visits to Iraq after the start of the war, stood before a group of soldiers and explained the finer points of military planning and strategy to combat threats generated by “known, knowns,” “known, unknowns,” and “unknown,

unknowns.” Planning for the first case is relatively simple, he explained, and can be accomplished in a fairly precise and straight forward way. Contingencies arising from the third case are almost impossible to plan for without further information. Planning a strategy to combat contingencies arising from the second case--- the known, unknowns, he went on to say, is the most difficult task because the planner knows a threat is out there, but is forced to build a plan based on assumptions that may or may not be correct.

The above description of Rumsfeld’s planning philosophy provides an apt introduction to a review of “Business Law Battle Plan For Entrepreneurs” by Marjorie Jobe. This is a no nonsense book for business owners who need to plan against risks of the known, unknown variety. In their case, the knowns are based on the need to protect their companies from legal risks and threats generated by lawyers, lawsuits and legal disasters; while the unknowns are typically of the “how and when such risks might turn to reality” variety.

Jobe makes no bones about her belief that most business



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owners are more vulnerable to legal risks than they realize. Accordingly, her book is structured as an essential business guide using examples taken from the real world to explain how to:

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event employee lawsuits through proper hiring and firing procedures

develop protective business contracts

mit cyberspace liability

decide when to sue and when to walk away

control your own lawyer

protect your rights if you are ever targeted for a Federal investigation

ask the right questions when hiring an attorney

safeguard your assets with marital property agreements

identify the types of insurance you should carry

combat other legal risks

Marjorie Jobe knows what she is talking about. She is an experienced business attorney who has been practicing law since 1987. She has practiced in courts of all levels , representing business owners as both plaintiffs and defendants. She says that she was compelled to write this book in an effort to help business owners stay out of court.

After reading "Business Law Battle Plan For Entrepreneurs" by Marjorie Jobe, I am thoroughly convinced that it should be on the desk of every business owner and entrepreneur. It will help them stay out of trouble and they will learn a lot from it. As a small business owner, I know I did.

Posted by Ron Standerfer at [12:43 PM](#) 

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