



Finding the Sweet Spot: The Natural Entrepreneur's Guide to Responsible, Sustainable, Joyful Work

Dave Pollard

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Whether you are confronting your first McJob, looking to escape an unfulfilling career, or excited by the opportunity that “retirement” offers to pursue work that you love and are good at, this is the book to help you get started. Finding the Sweet Spot explains how environmentally sustainable, socially responsible, and personally joyful natural enterprises differ from most jobs, and it provides the framework for building your own natural enterprise. You’ll learn how to find partners who will help make your venture successful, how to do world-class market research, how to innovate, how to build resilience into your enterprise, and how to avoid the landmines that sink so many small businesses. Most importantly, you’ll learn how to find the “sweet spot” where your gifts, your passions, and your purpose intersect.

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