



Balls!: 6 Rules for Winning Today's Business Game

Alexi Venneri

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Brave, Authentic, Loud, Lovable, and Spunky! The keys to sustained business growth and success. America's small and mid-sized businesses face unique challenges as they struggle to reach the kind of long-term business goals achieved by larger companies. Balls! shows that successful firms follow certain rules and display six essential traits--they are brave, authentic, loud, lovable, and spunky. Add an exclamation mark for "Do It Right Now Before Someone Else Does!" and that spells Balls!--something all growing businesses need in order to truly succeed. Written by a young executive at one of America's fastest growing small businesses, Balls! looks at business success from a decidedly exuberant and creative perspective, bringing fresh ideas and tactics that any business leader, in any industry, will find immediately useful. Alexi Venneri (Seattle, WA) is Chief Marketing and Communications Officer at Who's Calling, one of the fastest growing companies in America. She joined the firm as employee number 13 and has witnessed it grow to over 300 employees. She is also the former director for the Seattle Mariners who managed all ballpark marketing and fan relations for the team. Her professional career also includes sales management, event planning, training, and marketing for companies in both the U.S. and Canada.

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