



HARD KNOCKS MBA

FOR IMMEDIATE RELEASE

Contact:

David W. Miller II

HK Consulting / Hard Knocks MBA

david.miller@hardknocksmba.org

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HK Consulting Announces the Worldwide Web Release of *Hard Knocks MBA: The Search for Job Satisfaction and Business Success* (Smart Marketing) © 2011 the Book

Hard Knocks MBA the Book is Available Now at www.amazon.com

Tulsa, Oklahoma – Author David W. Miller II and his company HK Consulting announces the worldwide web release of his book, *Hard Knocks MBA: The Search for Job Satisfaction and Business Success (Smart Marketing)* © 2011 on www.amazon.com. In *Hard Knocks MBA*, author David W. Miller II presents a fascinating and compelling true story of his rise from a single-parent up bringing in a duplex on the other side of town to being worth millions and then losing it all at the tender age of 40. Miller shares the things that made him RICH, the things that made him BANKRUPT, and the LESSONS learned along the way. This book is his real-world MBA. Learn from his advice and prosper.

"We are thrilled to release *Hard Knocks MBA* to the world. Our hope is that this book will help business managers survive and thrive. Do you ever wonder what it's really like to be an Entrepreneur? To own and operate your own business? Manage a Business? Could you make it work? Make it grow? Could you survive? Would you go belly up in the first couple of years like 95% do? Wonder what really happened at Trinity Restoration? How did it grow from \$0 to \$6M in annual sales in just a few years? I.E. How you can make your business' marketing more effective. How did it blow by every competitor with ZERO previous experience? I.E. How you can grow your business regardless of industry. How did Trinity lose control and end up bankrupt? I.E. How you can avoid some of the mistakes Trinity made. What lessons were learned on this crazy roller coaster ride? I.E. This is priceless information for entrepreneurs, business managers and students", stated David Miller, President of HK Consulting.

What people are saying...

"*Hard Knocks MBA* is a prerequisite for anyone interested in the entrepreneurial path. I would recommend it to everyone with a dream to create something, whether a start-up or a corporate venture. David Miller takes us inside the reality of the entrepreneurial experience, with rich, very personal, and extremely pragmatic insights. You feel what he felt as the ups and downs and peaks and valleys unfolded. And you come away enlightened." Dr. Michael Morris, Professor and N. Malone Mitchell Chair in Entrepreneurship, Spears School of Business, Oklahoma State University.

"The proven sales and marketing techniques presented by David Miller in this book will be extremely helpful for both new entrepreneurs or those seeking exciting new growth in their business." Ron Hoffman, Former Fortune 500 CEO, Dover Corporation

"David Miller was a shooting star of success and failure in the automotive and restoration business. There has never been and there will never be anyone quite like him in our business. Take the lessons he shares to heart and

11063-D S. Memorial Drive, Tulsa, OK 74133



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be more successful for it no matter what business you are in. Read this book.” Bill Smith, President, Unique Collision

“If you buy one business book this year, this should be it. It will become required reading for all our employees going forward. The lessons inside it are timeless and should be shared with everyone in your organization. The clues to finding job satisfaction and business success lie within its pages.” Chris Davenport, President, Today Lending

“You’ll never meet anyone as creative and fun to be around in business and marketing as David Miller. He truly inspires everyone he meets. I hope this book allows him to share his message with business owners and managers all over the world. I’m proud to call him my friend and marketing advisor.” Julian Joy, President, Joy Partners

“In business it’s hard to find the kind of common sense knowledge and real world experience contained in David Miller and this book. They just don’t teach these real-world management lessons like these in college classrooms. I wish they did.” Chris Harl, President, Panoak Oil and Gas Corporation

“David Miller did a lot of things right and a lot of things wrong during his run at Trinity Restoration. He won the INC. 5000 Fastest Growing Privately-Held Businesses in the U.S. and he lost everything in bankruptcy. \$20 is a small price to pay to learn the priceless lessons he shares in HARD KNOCKS MBA. Buy this book.” Jessica Powell, President, eMerge Interactive Media

About David W. Miller II / HK Consulting

Mr. David W. Miller II is the President of HK Consulting, a marketing and management consulting firm based in Tulsa, Oklahoma. Mr. Miller is the author of *Hard Knocks MBA: The Search for Job Satisfaction and Business Success (Smart Marketing)* © 2011 and has been a featured speaker, guest, educator and trainer for businesses, associations and media outlets nationwide. Visit www.hardknocksmba.org or www.facebook.com/HardKnocksMBA for more information.

As chronicled in his book, Mr. Miller was previously the owner of Trinity Restoration, Inc. also of Tulsa. Trinity was an international automotive restoration services provider. While at Trinity Mr. Miller increased annual revenues from \$0 to over \$6 million reaching the top 1% of sales nationally and the INC. 5000 Fastest-Growing Privately-Held Companies in America for 2008 and 2009. Trinity received national recognition through partners Chip Foose, Orange County Choppers, CMT/MTV’s “Trick My Truck” and Halicki Films “Gone in Sixty Seconds”.
www.trinitytulsa.com

Prior to Trinity, Mr. Miller spent over a decade in telecommunications serving in a number of executive sales and marketing roles around the country. These companies ranged from public firms such as MCI, AT&T, WorldCom, and Cox to private firms such as TelStrat, Pulsecom, and Infinitic Networks. Mr. Miller has also been involved in a number of entrepreneurial enterprises ranging from home furnishings to wine and spirits to oil and natural gas. Mr. Miller is a member of several professional associations, such as the American Marketing Association, Rotary International, OSU Alumni Association, and The Phi Kappa Tau Fraternity, Inc., of which he is a former President and BOG Chairman and one of the youngest members of its National Hall of Fame, Class of 2006.
www.phikappatau.org

Mr. Miller earned his BA in Industrial/Organizational Psychology and Marketing from Oklahoma State University in 1992 and his MBA in International Marketing from Robert Kennedy University of Zurich, Switzerland in 2003. In 2002, he was honored to be a member of the Executive MBA Series at MIT’s Sloan School of Management in Cambridge, Massachusetts. Mr. Miller frequently volunteers and teaches at business schools around the country. Mr. Miller’s interests include SCUBA, shooting, hunting, writing, skydiving, kickboxing, flying, fencing, golf, running, and public speaking. Mr. Miller makes his home in Dallas, Texas. www.hardknocksmba.org