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Business Book Group to Discuss 'The Purpose Is Profit' with Its Darien Authors

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Tagged as : [Ed McLaughlin](#), [The Purpose Is Profit](#), [Wyn Lydecker](#)

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Darien Library's Business Book Group will meet to discuss [*The Purpose is Profit: The Truth about Starting and Building Your Own Business*](#) at 6 p.m., Wednesday, April 12.

The authors, Ed McLaughlin and Wyn Lydecker, will join the group to answer questions from the participants. Both McLaughlin and Lydecker live in Darien.

The Purpose Is Profit is a 2017 Silver Axiom Business Book Award Winner in Entrepreneurship. Copies of the book are available at the library.

Prior reading of the book is not necessary to attend the discussion.

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The Business Book Group has been meeting since January 2014. [Advance registration is required.](#)

The group will informally discuss the book from 6 to 6:45 p.m. and then network over wine, beer, and light refreshments.

— *This article is a combination of Darien Library's [online description](#) of the discussion meeting and news release about it.*

[About the Book](#)

Do you feel the pull to start your own business? Tired of working for others and dealing with office politics, eager for control and more money, Ed “Skip” McLaughlin certainly felt it.

When he left his high-level corporate position to start not one but two new businesses, his colleagues’ reaction was disbelief:

People told me I was crazy. “You are going to fail!”

One of his businesses did fail, but the other thrived. Ed bootstrapped it into an Inc. 500 company and later sold it to a Fortune 100 company.

Now, you can learn from his experience — what to do and what not to do — to create your own successful startup. *The Purpose Is Profit* eliminates the mystery of becoming an entrepreneur. You will learn:

- Why distinctive competence trumps passion
- Where and when to get funding without losing control
- How to build an entrepreneurial brand that lasts
- Why profit should be factored into every business decision
- How ethical behavior breeds trust and unlocks profit

Business Book Group is sponsored by [Darien Rowayton Bank](#)

Visit [The Purpose is Profit website](#). Here are some recent blog posts from the website:

- [3 Questions to Ask Before Starting Your Business](#)
- [Selling is a Contact Sport](#)
- [#1 Startup Mistake: Selling Equity Too Early](#)
- [Axiom Awards Silver Medal to “The Purpose Is Profit” in Entrepreneurship](#)
- [A Big Lift for Small Business](#)