

# INC. DATA BANK | Crunching the numbers

## LABOR COSTS

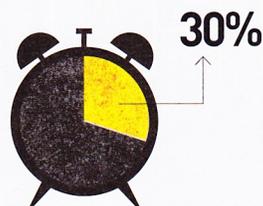
Average hourly compensation costs (wages, benefits, payroll taxes) for manufacturing workers, out of 34 surveyed countries:



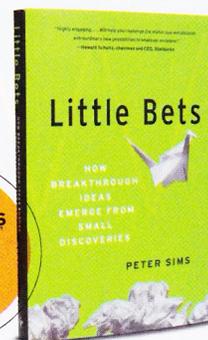
BUREAU OF LABOR STATISTICS

## WORK-LIFE BALANCE

Share of small-business owners who say they would rather have more time than more money:



WAKEFIELD RESEARCH/BROTHER INTERNATIONAL



A skimmer's guide to the latest business books

**The book:** *Little Bets: How Breakthrough Ideas Emerge From Small Discoveries*, by Peter Sims; Free Press.

**The big idea:** Most innovation is the product of discovery, not inspiration. Entrepreneurs, artists, and other creative types get out and about, seek insights from all around, test and tweak, then test and tweak again.

**The backstory:** As a former VC and longtime collaborator with the Stanford Institute of Design, Sims knows his way around disruptive ideas.

**The incredible:** Sims does a *Nemo*-esque deep dive into Pixar, at which he seems to have camped out. He describes how the company inched into animation through shorts created to promote its hardware. Pixar teams spend time with their subjects, scuba diving in preparation for *Finding Nemo* and hitting Route 66 before *Cars*.

**If you read nothing else:** In the chapter "Learning a Little From a Lot," Sims celebrates restless curiosity with a charming profile of Tim Russert, a friend of the author's parents who listened to everybody and was as interested in the observations of children as of distinguished adults. The chapter also reports on a fascinating study about what makes people lucky. (The lucky are open to interacting with all kinds of people and build lasting attachments to many of them.)

**Rigor rating: 8** (1=*Who Moved My Cheese?*; 10=*Good to Great*). Sims draws on a rich mix of secondary and primary sources, including interviews with Frank Gehry, standup comedians, and top military brass. —*Leigh Buchanan*

## THE ECONOMY

### Jobs

Job creation in the United States in 2010:



BUREAU OF LABOR STATISTICS, 12/09-12/10

### Wages

Average pay for employees (salaried and hourly):



## MARKETING

Portion of consumers who have "unliked" a company on Facebook because of excessive postings:

63%

Share of consumers who have unsubscribed to a company's e-mail list because of excessive e-mail:

54%

EXACTTARGET

## START-UPS

Amount of venture capitalist investments in 2010, nearly 20 percent more than in 2009:

\$21.8 Billion

NATIONAL VENTURE CAPITAL ASSOCIATION

## CUSTOMER SERVICE

Share of small-business owners who consider the ability to respond quickly to customer-service issues the biggest benefit of running a small business:

84%



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