

♥ 20/20 Hindsight

From Starting Up to Successful Entrepreneur, by Those Who've Been There

Rachelle Thackray

Virgin (2002)



Summary:

Do you often wonder how the most innovative entrepreneurs made it to where they are today? Would you like to know how they did it - and what it cost? Rachelle Thackray gives the accounts, in their own words, of leading entrepreneurs - what drove them to create businesses and what helped them. It follows the stories of entrepreneurs as they tell what drove them to set up the businesses they did, and what helped them trust in their own ideas. It covers a variety of sectors - retail, finance, technology, design and consultancy.

Genre: Business & Economics

Number of Pages: 196

Language: English

ISBN: 9780753505472

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ A Good Hard Kick in the Ass

Basic Training for Entrepreneurs

Rob Adams

Crown Business (January 1, 2002)



Summary:

Every day, Rob Adams helps entrepreneurs find true markets for their products, design solid business models, and hire great teams—because that's what it takes to build a successful company. While this sounds self-evident, far too many entrepreneurs have forgotten these fundamentals. They've been influenced by what Adams calls "business porn," myths lingering like a bad hangover from the easy success days of the late '90s. These entrepreneurs believe a unique idea is the key to igniting a great business. They think their industry experience already makes them experts on customer needs. They have simplistic, self-defeating illusions about sales, marketing, financing, and more. They say things like "I have a million-dollar business idea for a new product." Wake up, says Adams: Good ideas are not scarce—they're a dime a dozen.

Businesses are successful not because of a unique idea but because of extraordinary execution. They offer a better, faster, or cheaper product or service, or they change the way the world solves a problem. In short, these entrepreneurs need just what Adams doses out in the pages of this book: a good hard kick in the ass. Adams debunks the myths and smashes the illusions—and he knows what he's talking about, because he stands at the hub of many new startups. His firm, AV Labs, provides entrepreneurs with early financing as well as the management expertise they need to get off the ground. A Good Hard Kick in the Ass offers detailed, hard-hitting guidance for smart, sophisticated entrepreneurs and established businesspeople alike—along with vivid, in-depth examples of companies that are walking the walk right now. Adams's straightforward, no-nonsense approach is just what's needed in the post-bubble economy.

Genre: Business & Economics

Number of Pages: 290

Language: English

ISBN: 9780609609507

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Angel

How to Invest in Technology Startups--Timeless Advice from an Angel Investor Who Turned \$100,000 into \$100,000,000

Jason Calacanis

HarperCollins (July 18, 2017)



Summary:

One of Silicon Valley's most successful angel investors shares his rules for investing in startups. There are two ways to make money in startups: create something valuable—or invest in the people that are creating valuable things. Over the past twenty-five years, Jason Calacanis has made a fortune investing in creators, spotting and helping build and fund a number of successful technology startups—investments that have earned him tens of millions of dollars. Now, in this enlightening guide that is sure to become the bible for twenty-first century investors, Calacanis takes potential angels step-by-step through his proven method of creating massive wealth: startups. As Calacanis makes clear, you can get rich—even if you came from humble beginnings (his dad was a bartender, his mom a nurse), didn't go to the right schools, and weren't a top student. The trick is learning how angel investors think. Calacanis takes you inside the minds of these successful moneymen, helping you understand how they prioritize and make the decisions that have resulted in phenomenal profits. He guides you step by step through the process, revealing how leading investors evaluate new ventures, calculating the risks and rewards, and explains how the best startups leverage relationships with angel investors for the best results. Whether you're an aspiring investor or a budding entrepreneur, *Angel* will inspire and educate you on all the ins and outs. Buckle up for a wild ride into the world of angel investing!

Genre: Business & Economics

Number of Pages: 288

Language: English

ISBN: 9780062560704

Reading Status: Finished

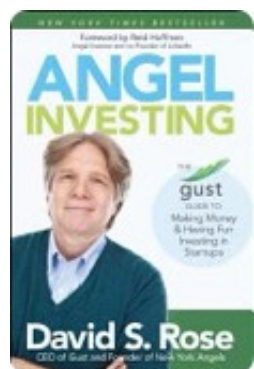
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Angel Investing

The Gust Guide to Making Money and Having Fun Investing in Startups

David S. Rose

John Wiley & Sons (April 28, 2014)



Summary:

Achieve annual returns of 25% or more with a well-designed angel portfolio Written by David S. Rose, the founder of Gust—the global platform that powers the world of organized professional angel investing—Angel Investing is a comprehensive, entertaining guide that walks readers through every step of the way to becoming a successful angel investor. It is illustrated with stories from among the 90+ companies in which David has invested during a 25 year career as one of the world's most active business angels and includes instructions on how to get started, how to find and evaluate opportunities, and how to pursue and structure investments to maximize your returns. From building your reputation as a smart investor, to negotiating fair deals, adding value to your portfolio companies and helping them implement smart exit strategies, David provides both the fundamental strategies and the specific tools you need to take full advantage of this rapidly growing asset class. He details the advantages of joining an angel group, explains how seed and venture funds can help leverage an investor's resources, and reveals how recent regulatory changes and new online platforms are making startup investing accessible to millions of Americans. Making money is no longer about sitting back and reading stock listings, David says. It is now about being part owner of an exciting startup that can be fun and financially rewarding. Angel Investing teaches investors how to carefully select and manage investments, establish a long term view, and approach angel investing as a serious part of an alternative asset portfolio while also enjoying being an integral part of an exciting new venture.

Genre: Business & Economics

Number of Pages: 304

List Price: \$21.99

Language: English

ISBN: 9781118858257

Reading Status: Finished

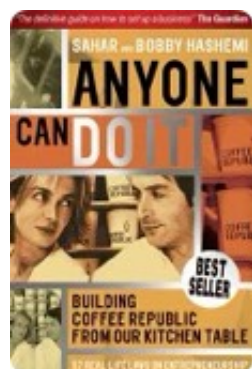
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Anyone Can Do It

Building Coffee Republic from Our Kitchen Table - 57 Real Life Laws on Entrepreneurship

Sahar Hashemi, Bobby Hashemi

Wiley (April 2, 2007)



Summary:

Thinking about starting the business of your dreams? So what's holding you back? Is it the fear of the unknown? If you are even contemplating starting a business of your own, perhaps you feel 'stuck' where you are now? But even being 'stuck' can seem better than facing that fear. That fear of the unknown, of leaving that comfort zone. Entrepreneurship is like an uncharted ocean. But ask yourself this question: Do you have the will and determination to leave dry land and navigate the choppy and sometimes daunting waters that lie before you? If so, then Anyone Can Do It can help you tackle some of those fears, to answer some of the elusive questions about what an entrepreneur must face when making the decision to go for (what can sometimes seem like) that unattainable dream. Authors Sahar and Bobby Hashemi are the dynamic brother and sister team who started one of the most recognizable and high-profile brands in the United Kingdom today - Coffee Republic. Sahar and Bobby had to leave their comfort zones too, leaving secure jobs to take the plunge. But this is not a business memoir nor mere corporate history. This is a personal story about two ordinary people who 'did it', and who got it right. Anyone Can Do It is an inspirational book that chronicles the start and evolution of a genuine success story. Sahar and Bobby take you through their first conversations (when the seed of the idea was planted), to writing the business plan, finding a name, raising money, opening the first store, taking the company public and to the present day when Coffee Republic turns over millions, employs thousands of individuals and has over 100 outlets around the United Kingdom. Anyone Can Do It offers a myriad of lessons for aspiring entrepreneurs and blows apart the myth that only 'special' people start successful businesses. It's written in an informal style and packed with tips, advice and quotes. Throughout the text are copies of original business plans, early brainstorming and the cruel and duly ignored bank rejection letters. Sahar and Bobby take the reader step by step through every aspect of starting a business. The process for them wasn't always easy but one thing is for sure, it was the most rewarding journey either of them has taken.

Genre: Business & Economics

Number of Pages: 222

Language: English

ISBN: 9781841127651

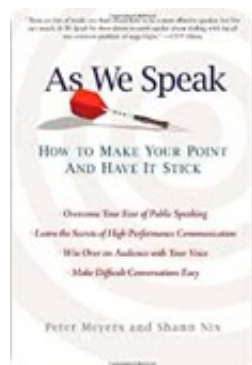
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



As We Speak **How to Make Your Point and Have It Stick**

Peter Meyers

Simon and Schuster (August 14, 2012)



Summary:

A practical and empowering guide to public speaking and becoming a more effective, persuasive communicator in all areas of life. The world is full of brilliant people whose ideas are never heard. This book is designed to make sure that you're not one of them. Even for the most self-confident among us, public speaking can be a nerve-racking ordeal. Whether you are speaking to a large audience, within a group, or in a one-on-one conversation, the way in which you communicate ideas, as much as the ideas themselves, can determine success or failure. In this invaluable guide from two of today's most sought-after communication experts, you'll learn to master three core principles that you can apply in a wide variety of situations: **Content:** Construct a clear and lucid architecture of ideas that will lead your listener through a memorable emotional experience. **Delivery:** Use your voice and body in ways that engage your audience and naturally support your message. **State:** Bring yourself into peak performance condition. The way you feel when you perform is the most frequently overlooked component of communication. Accessible, inspiring, and laden with useful tips, *As We Speak* will help you discover your authentic voice and learn to convey your ideas in the most powerful and unforgettable way possible.

Genre: Business & Economics

Number of Pages: 288

List Price: \$12.99

Language: English

ISBN: 9781439153086

Reading Status: Finished

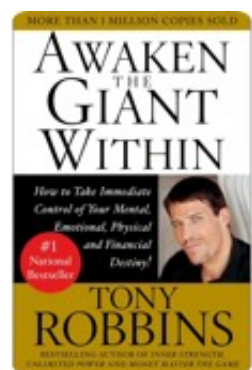
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Awaken the Giant Within **How to Take Immediate Control of Your Mental, Emotional, Physical and Financial**

Tony Robbins

SIMON & SCHUSTER LTD (2017)



ISBN: 9781471167515

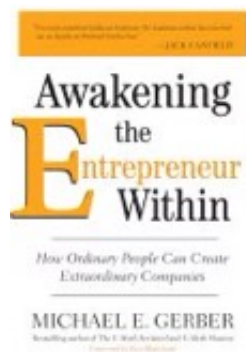
Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020



Awakening the Entrepreneur Within

How Ordinary People Can Create Extraordinary Companies

Michael E. Gerber

Harper Collins (March 4, 2008)



Summary:

“A business without a dream is like a life without a purpose.” —Michael Gerber Dream • Vision • Purpose • Mission These words have been defining the life of Michael Gerber, bestselling author and international small business guru. He created E-Myth Worldwide in 1977 to transform the way that small business owners grow their companies. Now he's created In The Dreaming Room as a place where entrepreneurs and future entrepreneurs come to discover how to make their dreams a reality. Michael's Dream: to inspire people to dream by awakening the entrepreneur within them. Michael's Vision: to be the authority for helping dreamers everywhere create the small businesses they once could only imagine. Michael's Purpose: to transform the lives of ordinary people by providing them with the thrill of creation while creating the means to generate their own and others' economic freedom. Michael's Mission: to create a turnkey system for awakening the entrepreneur within every person who wishes to go into business for themselves, while providing them with the support for doing it. And he has done it. In Awakening the Entrepreneur Within you are invited into the Dreaming Room, where your own entrepreneurial dreams will come alive and become reality. Michael will help you shape your dream into a viable, economically successful company! As he writes: “It is time to dream. It is time to care about something bigger than you. It is time to imagine something sorely needed in the world—the world you live in—that somebody would pay to have. It is time to look around you and ask yourself, 'What's missing in this picture?’” If you see something missing in your world, it's time to start dreaming. Let Michael Gerber welcome you to the Dreaming Room.

Genre: Business & Economics

Number of Pages: 304

List Price: \$8.99

Language: English

ISBN: 9780061568145

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Be Board Ready

The Secrets to Landing a Board Seat and Being a Great Director

Betsy Atkins

NEWTYPPE Publishing (April 9, 2019)



Summary:

Betsy Atkins is often asked "How can I get on a board?" So after 20+ years in the boardroom and multiple roles in public and private companies she is ready to share her secrets. In this book, she teaches you how to build your own personal brand as well as how to keep yourself relevant and growing. She shares tips on how to make your personal network the most effective (and the most enjoyable.) Betsy covers the best ways to present your skills and credentials in order to get that board interview as well as detailed information on how to prepare for it. But getting that board seat won't be the end of your journey. Once you are on the board, you'll want to be the best board member you can, helping your companies grow and prosper so you'll be able to get that next, even better board seat. For new CEOs and entrepreneurs she covers how to make your board work for you and be a true accelerant for your company; the role of the board, choosing new board members (and getting rid of the bad ones), maximizing your board meetings and building board relationships to ensure success for you as a CEO and for your company. Also included is a collection of articles and learnings from Betsy's experiences as an operator, board member and advisor to some of America's largest and most notable public companies. After reading this book, prospective board members will be energized and motivated to create their own personal brand, cultivate it to gain a board seat, be a better board member and CEO and continue to educate on the issues boards are looking at today.

Number of Pages: 216

Language: English

ISBN: 9781949709339

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



Beware the Naked Man Who Offers You His Shirt

Do What You Love, Love What You Do, and Deliver More Than You Promise

Harvey Mackay

Little, Brown Book Group Limited (1993)



Summary:

Harvey Mackay, author of *Swim With the Sharks Without Being Eaten Alive*, believes that, to succeed in business, you should always do what you love, love what you do and deliver more than you promise. This book contains 85 lessons in the form of specific advice and personal anecdotes. The themes covered include getting started, working your way up, running the show, long-term sales careers, keeping out of trouble and relationships with the people you work for.

Number of Pages: 400

Language: English

ISBN: 9780751508260

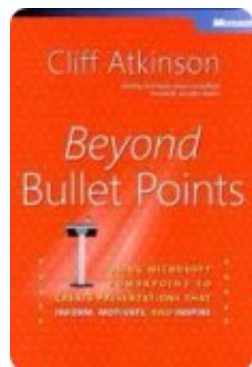
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Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Beyond Bullet Points

Using Microsoft PowerPoint to Create Presentations that Inform, Motivate and Inspire

Cliff Atkinson

Microsoft Press (2005)



Summary:

Praise for Cliff's successful seminars: "I completely overhauled my presentation based on Cliff's concepts. The response was unbelievable!"—Pete Nelson, CEO, The Valeo Group
Unload those boring, bullet-riddled slides—and unlock the amazing story buried in your presentation! In **BEYOND BULLET POINTS**, communications expert Cliff Atkinson shares his innovative three-step system for increasing the impact of your communications with Microsoft PowerPoint. He guides you, step by step, as you discover how to combine the tenets of classic storytelling with the power of the projected media to create a rich, engaging experience. He walks you through his easy-to-use templates, plus 50 advanced tips, to help build your confidence and effectiveness—and quickly bring your ideas to life! **FOCUS**: Learn how to distill your best ideas into a crisp and compelling narrative. **CLARIFY**: Use a storyboard to clarify and visualize your ideas, creating the right blend of message and media. **ENGAGE**: Move from merely reading your slides to creating a rich, connected experience with your audience—and increase your impact! **Inside!**: See sample storyboards for a variety of presentation types—including investment, sales, educational, and training.

Genre: Computers

Number of Pages: 223

Language: English

ISBN: 9780735620520

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Boards That Lead

When to Take Charge, When to Partner, and When to Stay Out of the Way

Ram Charan, Dennis Carey, Michael Useem

Harvard Business Review Press (December 10, 2013)



Summary:

Is your firm's board creating value—or destroying it? Change is coming. Leadership at the top is being redefined as boards take a more active role in decisions that once belonged solely to the CEO. But for all the advantages of increased board engagement, it can create debilitating questions of authority and dangerous meddling in day-to-day operations. Directors need a new road map—for when to lead, when to partner, and when to stay out of the way. Boardroom veterans Ram Charan, Dennis Carey, and Michael Useem advocate this new governance model—a sharp departure from what has been demanded by governance activists, raters, and regulators—and reveal the emerging practices that are defining shared leadership of directors and executives. Based on personal interviews and the authors' broad and deep experience working with executives and directors from dozens of the world's largest firms, including Apple, Boeing, Ford, Infosys, and Lenovo, *Boards That Lead* tells the inside story behind the successes and pitfalls of this new leadership model and explains how to:

- Define the central idea of the company
- Ensure that the right CEO is in place and potential successors are identified
- Recruit directors who add value
- Root out board dysfunction
- Select a board leader who deftly bridges the divide between management and the board
- Set a high bar on ethics and risk

With a total of eighteen checklists that will transform board directors from monitors to leaders, Charan, Carey, and Useem provide a smart and practical guide for businesspeople everywhere—whether they occupy the boardroom or the C-suite.

Genre: Business & Economics

Number of Pages: 304

List Price: \$34.99

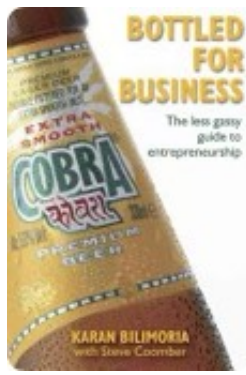
Language: English

ISBN: 9781422144053

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



Bottled for Business

The Less Gassy Guide to Entrepreneurship

Karan Bilimoria

Wiley (March 12, 2007)



Summary:

"Every bit as good as the beer itself." —SIR RICHARD BRANSON, Founder and Chairman, Virgin Group So what does it take to be a successful entrepreneur? There are many different answers, but according to Karan Bilimoria, founder of Cobra Beer, do the following and you won't go far wrong: be creative, go the extra mile, have confidence in yourself and your team, get lucky, be disciplined, take the long-term view, learn constantly and don't be afraid of serious amounts of hard work. Bottled for Business gets to the heart of how and why Cobra Beer has developed into one of the world's best-loved brands. It is a story infused with the passion, belief, energy and vision of its founder and shares the ups and downs of how Cobra got to where it is today. But more than that, it is a story of inspiration for anyone who has dreams of running their own business. PRAISE FOR BOTTLED FOR BUSINESS "The inside scoop from one of the country's leading entrepreneurs—essential reading." —Richard Reed, Co-founder, Innocent Drinks "Inspiring! A fascinating story of one entrepreneur's journey, worth the cover price for the 'Financing Cobra' chapter alone. Bilimoria has learned every trick in the book about how to finance a growing business. If you're running a growing business, and don't want to give away the store, READ THIS BOOK!" —John Mullins, Professor, London Business School and author, The New Business Road Test "An inspirational story." —Sir Martin Sorrell, CEO, WPP "Bottled for Business is the extraordinary account of a Cambridge-educated Indian lawyer's dogged pursuit against the odds. The book is compelling, not least because it strikes at the Achilles heel of entrepreneurship in that it details the translation of a vision into reality. A clever and useful book." —Dr Mark de Rond, University Senior Lecturer at Judge Business School and Fellow of Darwin College, Cambridge University "Reflecting the enormous success of his business career, I have no doubt that Bottled for Business will be a bestseller." —Lord Levene, Chairman, Lloyd's, and former Lord Mayor of London

Genre: Business & Economics

Number of Pages: 192

Language: English

ISBN: 9781841127262

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Breakthrough Entrepreneurship

The Proven Framework for Building Brilliant New Businesses

Jon Burgstone, Bill Murphy (Jr.)

Farallon Pub. (2012)



Summary:

What separates the world's extraordinary entrepreneurs from the millions more whose efforts fail to achieve a breakthrough? The most important distinction is whether they have access to the proven entrepreneurial framework that the top performers use to build value and achieve their goals. Without this kind of structure and guidance, even the brightest, most tenacious innovators most often fall short. Now, Breakthrough Entrepreneurship closes the gap. Jon Burgstone is the founding Faculty Chair at the Center for Entrepreneurship and Technology at the University of California, Berkeley. He's studied entrepreneurship for years and advised hundreds of new ventures on how to succeed. Moreover, he practiced exceptional entrepreneurship as the co-founder and CEO of Supplier-Market, an Internet technology firm that sold for \$1.1 billion in a record 362 days. Working with business journalist Bill Murphy Jr., Burgstone has now written a book that can help just about any aspiring founder to build a great new venture. Burgstone and Murphy distill key lessons from the experiences of today's most interesting entrepreneurs—people like Peter Thiel (PayPal, Facebook), Jim Koch (Boston Beer Co.), Wendy Kopp (Teach for America), and many, many others. You don't have to be the most knowledgeable person in the field to succeed as an entrepreneur. You don't have to be the founder with the most "advanced" ideas to come out on top. You just need to be the best at recognizing opportunities, minimizing risk, and following through. Breakthrough Entrepreneurship shows you how.

Number of Pages: 270

Language: English

ISBN: 9780983961116

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ Building A Story Brand: Clarify Your Message So Customers Will Listen

clarify your message so customers will listen

Donald Miller

Thomas Nelson Publishers (March 24, 2017)



Genre: business

Number of Pages: 228

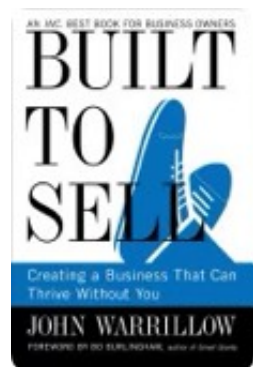
ISBN: 9781400201839

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Writing



♥ Built to Sell Creating a Business That Can Thrive Without You

John Warrillow

Penguin Publishing Group (December 24, 2012)



Summary:

Run your company. Don't let it run you. Most business owners started their company because they wanted more freedom—to work on their own schedules, make the kind of money they deserve, and eventually retire on the fruits of their labor. Unfortunately, according to John Warrillow, most owners find that stepping out of the picture is extremely difficult because their business relies too heavily on their personal involvement. Without them, their company—no matter how big or profitable—is essentially worthless. But the good news is that entrepreneurs can take specific steps—no matter what stage a business is in—to create a valuable, sellable company. Warrillow shows exactly what it takes to create a solid business that can thrive long into the future.

Genre: Business & Economics

Number of Pages: 153

List Price: \$12.99

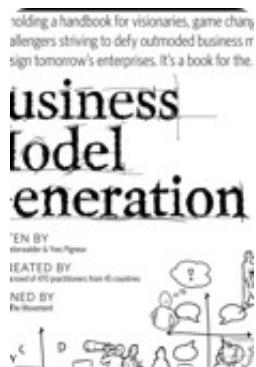
Language: English

ISBN: 9781591845829

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



Business Model Generation

A Handbook for Visionaries, Game Changers, and Challengers

Alexander Osterwalder, Yves Pigneur

John Wiley & Sons (July 13, 2010)



Summary:

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model—or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

Genre: Business & Economics

Number of Pages: 288

Language: English

ISBN: 9780470876411

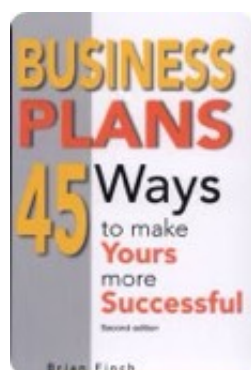
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Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Business Plans

45 Ways to Make Yours More Successful

Brian Finch

Kogan Page (1998)



Summary:

Will help business managers to write better business plans whether to sell the firm or to raise finance; it will also assist those who need a business plan to guide their management of the business, but have no time to work through reams of instruction.

Genre: New business enterprises

Number of Pages: 164

Language: English

ISBN: 9780749428143

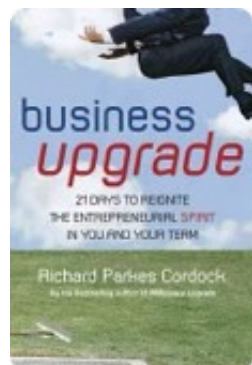
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Business Upgrade

21 Days to Reignite the Entrepreneurial Spirit in You and Your Team

Richard Parkes Cordock

Wiley (January 8, 2007)



Summary:

Inspirational guidance on building the entrepreneurial spirit in any enterprise In Business Upgrade, well-known trainer and consultant on entrepreneurialism Richard Parkes Cordock shows readers how to reinvigorate their company by developing entrepreneurial spirit in-house. Based on his extensive experience with successful entrepreneurs, this practical, inspirational guide shows business leaders how to apply the mindset and independent spirit of the entrepreneur to the corporate environment. Richard Parkes Cordock (Bath, UK) is the creator of the Millionaire MBA(TM) program and a consultant and trainer on the subject of entrepreneurialism.

Genre: Business & Economics

Number of Pages: 208

Language: English

ISBN: 9781841127446

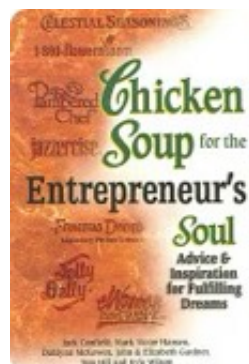
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Chicken Soup for the Entrepreneur's Soul

Advice and Inspiration on Fulfilling Dreams

Mark Victor Hansen

Health Communications (2006)



Summary:

Fulfill your dreams...Chicken Soup for the Entrepreneur's Soul is a compilation of short stories from entrepreneurs, both large and small, who share their experiences of success, failure and courage, with a little helpful advice mixed in. Many of these stories, told for the first time here, will enlighten you to new methods of entrepreneurship or simply help you believe in the possibilities of getting started. People such as Doris Christopher, a stay-at-home mother, who introduced her love of cooking to others through founding The Pampered Chef; Thom Chappell, who stuck to his instincts when developing Tom's of Maine and kept value at the core of his business; and Carol Gardner who intimately shares a desperate time of debt and divorce, until along came a bulldog named Zelda, followed by a greeting card line - Zelda Wisdom - which became one of Hallmark's number one sellers. These entrepreneurs and many more will inspire you with their amazing life experiences and fascinating beginnings.

Genre: Business & Economics

Number of Pages: 330

Language: English

ISBN: 9780757302619

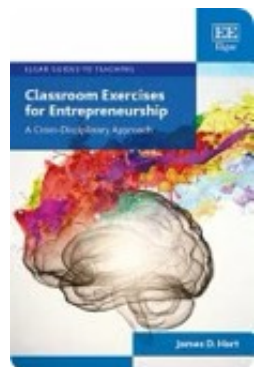
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **Classroom Exercises for Entrepreneurship**
A Cross-disciplinary Approach

James D. Hart

Edward Elgar Publishing (2018)



Summary:

Entrepreneurship is a creative practice with tremendous impact, but how does one effectively teach entrepreneurs to engage in this sometimes tumultuous and risk-laden process? A traditional stand and lecture approach to teaching this complex subject does not always suffice, and many professors are finding that students benefit more from hands-on experiences. By engaging and acting, students can own their knowledge and progress beyond an intellectual understanding of the subject. This book offers sixty-five experiential exercises, each designed to be applicable to the entrepreneurial process. These cross-disciplinary exercises vary in scale from single-class activities to course projects or yearlong capstones. Learning objectives are clearly defined so that instructors can incorporate the book's exercises, games, simulations and demonstrations into their syllabi. Whether classes are basic, intermediate or advanced, instructors can use the exercises to engage their students and help them develop as creatively-minded entrepreneurs. Entrepreneurship professors seeking experiential exercises to incorporate into their teaching will find this book of value.

Number of Pages: 309

Language: English

ISBN: 9781788971867

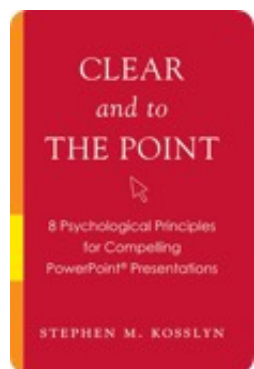
Reading Status: Finished

Date Finished: January 3, 2021

Category: Professional

Date Added: January 3, 2021

Tags: Entrepreneurship



♥ **Clear and to the Point**
8 Psychological Principles for Compelling PowerPoint Presentations

Stephen Michael Kosslyn, Stephen M. Kosslyn

Oxford University Press, USA (August 13, 2007)



Summary:

True or False? Most PowerPoint presentations are: DTcompelling DTilluminating DTinformative DTclear and to the point
Answer: False
Make a change following the principles of Stephen Kosslyn: DTa world authority on the visual brain DTa clear and engaging writer
Making PowerPoint presentations that are clear, compelling, memorable, and even enjoyable is not an obscure art. In this book, Stephen Kosslyn, a renowned cognitive neuroscientist, presents eight simple principles for constructing a presentation that takes advantage of the information modern science has discovered about perception, memory, and cognition. Using hundreds of images and sample slides, he shows the common mistakes many people make and the simple ways to fix them. For example, never use underlining to emphasize a word--the line will cut off the bottom of letters that have descending lines (such as p and g), which interferes with the brain's ability to recognize text. Other tips include why you should state your conclusion at the beginning of a presentation, when to use a line graph versus a bar graph, and how to use color correctly. By following Kosslyn's principles, anyone will be able to produce a presentation that works!

Genre: Business & Economics

Number of Pages: 222

List Price: \$21.99

Language: English

ISBN: 9780195320695

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **Conceptual Blockbusting**
A Guide to Better Ideas, Fifth Edition

James L. Adams

Basic Books (September 3, 2019)



Summary:

A thoroughly revised edition of the classic on creativity, essential for individuals and teams who want to think outside the box. Some people are naturally creative and others aren't, right? Wrong. In this classic book on creativity, James Adams takes a unique approach to generating ideas and solving problems that has captivated, inspired, and guided thousands of people from all walks of life to new heights of creativity-whether you are a writer with writers block, or a businesswoman struggling to come up with a new organizational structure. More than three decades after its original publication, Conceptual Blockbusting has never been more relevant, powerful, or fresh. Integrating insights from the worlds of psychology, engineering, management, art, and philosophy, Adams identifies the key blocks (perceptual, emotional, cultural, environmental, intellectual, and expressive) that prevent us from realizing the full potential of our fertile minds. Employing unconventional exercises and other interactive elements, Adams shows individuals, teams, and organizations how to overcome these blocks, embrace alternative ways of thinking about complex problems, and celebrate the joy of creativity. Completely revised and updated with the latest cognitive science and addressing new subjects such as changes in technology, creativity in large groups, and sustaining creativity over time, Conceptual Blockbusting will introduce a new generation of readers to a world of new possibilities.

Genre: Self-Help

Number of Pages: 336

Language: English

ISBN: 9781541674042

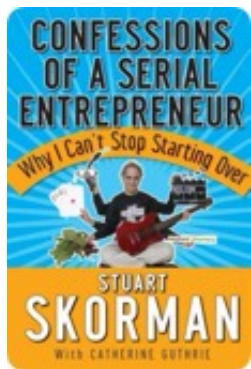
Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 4, 2021

Tags: Entrepreneurship



♥ **Confessions of a Serial Entrepreneur**
Why I Can't Stop Starting Over

Stuart Skorman

Jossey-Bass (February 9, 2007)



Genre: Ondernemerschap

Number of Pages: 224

Language: English

ISBN: 9780787987329

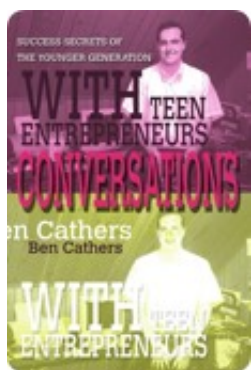
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **Conversations with Teen Entrepreneurs**
Success Secrets of the Younger Generation

Ben Cathers

iUniverse (October 1, 2003)



Summary:

Conversations with Teen Entrepreneurs profiles three successful businesses created by teenagers. These companies were created during the booming 90's, have weathered the Internet bubble burst and are still succeeding today. The book is a fascinating read to see how teenagers are able to overcome the age barrier and succeed in a field normally reserved for adults. Each entrepreneur has his own unique story about balancing work and school, convincing customers and potential employees to trust them, and even, in the midst of it all, having a successful social life. The book is a must read for anyone who wants to successfully start their own business. Advice and tips on overcoming obstacles, developing marketing strategies, and learning to improve sales are just some of the tips and techniques readers will take away with them. Every entrepreneur faces nearly insurmountable challenges. However, these entrepreneurs faced twice as many challenges--and they succeeded. By learning the secrets to their success, you will be given the tools to help surpass any challenge. And if not, you'll be amazed by the stories these teens have to say. Honest.

Genre: Business & Economics

Number of Pages: 84

Language: English

ISBN: 9780595294107

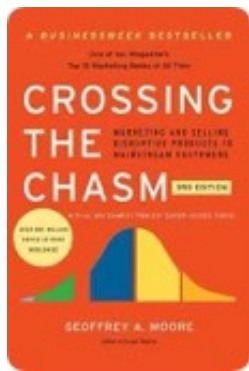
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Crossing the Chasm, 3rd Edition

Marketing and Selling Disruptive Products to Mainstream Customers

Geoffrey A. Moore

HarperCollins (January 28, 2014)



Summary:

The bible for bringing cutting-edge products to larger markets—now revised and updated with new insights into the realities of high-tech marketing. In *Crossing the Chasm*, Geoffrey A. Moore shows that in the Technology Adoption Life Cycle—which begins with innovators and moves to early adopters, early majority, late majority, and laggards—there is a vast chasm between the early adopters and the early majority. While early adopters are willing to sacrifice for the advantage of being first, the early majority waits until they know that the technology actually offers improvements in productivity. The challenge for innovators and marketers is to narrow this chasm and ultimately accelerate adoption across every segment. This third edition brings Moore's classic work up to date with dozens of new examples of successes and failures, new strategies for marketing in the digital world, and Moore's most current insights and findings. He also includes two new appendices, the first connecting the ideas in *Crossing the Chasm* to work subsequently published in his *Inside the Tornado*, and the second presenting his recent groundbreaking work for technology adoption models for high-tech consumer markets.

Genre: Business & Economics

Number of Pages: 288

List Price: \$7.99

Language: English

ISBN: 9780062292988

Reading Status: Unread

Category: Professional

Date Added: February 4, 2021

Tags: Entrepreneurship and Teaching



Crushing It!

How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too

Gary Vaynerchuk

HarperCollins (January 30, 2018)



Summary:

Four-time New York Times bestselling author Gary Vaynerchuk offers new lessons and inspiration drawn from the experiences of dozens of influencers and entrepreneurs who rejected the predictable corporate path in favor of pursuing their dreams by building thriving businesses and extraordinary personal brands. In his 2009 international bestseller *Crush It*, Gary insisted that a vibrant personal brand was crucial to entrepreneurial success. In *Crushing It!*, Gary explains why that's even more true today, offering his unique perspective on what has changed and what principles remain timeless. He also shares stories from other entrepreneurs who have grown wealthier—and not just financially—than they ever imagined possible by following *Crush It* principles. The secret to their success (and Gary's) has everything to do with their understanding of the social media platforms, and their willingness to do whatever it took to make these tools work to their utmost potential. That's what *Crushing It!* teaches readers to do. In this lively, practical, and inspiring book, Gary dissects every current major social media platform so that anyone, from a plumber to a professional ice skater, will know exactly how to amplify his or her personal brand on each. He offers both theoretical and tactical advice on how to become the biggest thing on old standbys like Twitter, Facebook, YouTube, Instagram, Pinterest, and Snapchat; podcast platforms like Spotify, Soundcloud, iHeartRadio, and iTunes; and other emerging platforms such as Musical.ly. For those with more experience, *Crushing It!* illuminates some little-known nuances and provides innovative tips and clever tweaks proven to enhance more common tried-and-true strategies. *Crushing It!* is a state-of-the-art guide to building your own path to professional and financial success, but it's not about getting rich. It's a blueprint to living life on your own terms.

Genre: Business & Economics

Number of Pages: 288

Language: English

ISBN: 9780062674678

Reading Status: Finished

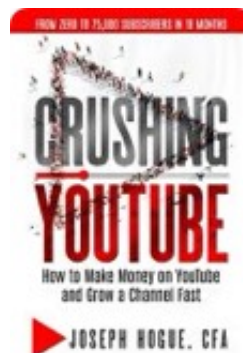
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Crushing YouTube

How to Make Money on YouTube and Grow a Channel Fast

Joseph Hogue

Efficient Alpha (June 15, 2019)



Summary:

The keys to growing a YouTube channel that took me from zero to 75,000 subscribers in 18 months. If you're serious about starting a YouTube business and want to make money on YouTube, I can show you the way. I've doubled my monthly income by creating a YouTube channel. Thousands of people watch each video and I've built a community that supports and motivates me every day...and that's all in less than two years. Is it Too Late to Start a YouTube Business? I've been developing online businesses since 2012 but was late to the game on YouTube. By the time I started my YouTube channel, people were already saying, "YouTube is dead." People were saying you couldn't grow on YouTube anymore and that small channels couldn't win in the YouTube algorithm. I'm living proof you CAN start a YouTube business and be successful. I average \$3,500 a month on ads alone (June 2019) and another three- to four-thousand on sponsorships, affiliates and my own products. In fact, I believe we're just coming into the Age of YouTube with the rollout of 5G and every business owner needs a video presence. A YouTube How-To from Someone that's Been There! I've seen the frustration for small YouTubers, trying to compete and get views against the million-subscriber monsters. I know what it's like to start a channel from nothing. I'll not only show you how to set up your channel to look professional, I'll reveal the secrets even some of the biggest YouTube creators don't know. In this book, you'll learn: -How to get YouTube video ideas and hack the most popular videos for viral success (Pg 49)-Five steps to building a YouTube channel brand that creates an army of supporters (Pg 69)-The easy way to record videos, even if you don't like to be on camera (Pg 85)-Five income streams that guarantee you WILL make money on YouTube (Pg 135) Since starting my YouTube channel, I've consulted and helped other video influencers grow their channels for millions of views. I've helped them find sponsorships and make enough money to quit their day job to make YouTube a full-time business. I can do the same for you with this book. I can show you the way but YOU have to get started. Scroll back up and click Buy Now to create your YouTube business and start making money on YouTube.

Genre: Business & Economics

Number of Pages: 166

Language: English

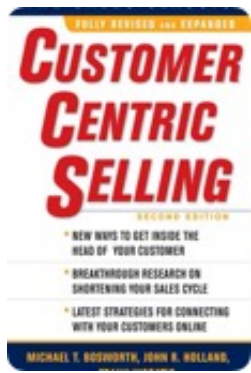
ISBN: 9781733108508

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Marketing



♥ CustomerCentric Selling, Second Edition

Michael T. Bosworth

McGraw-Hill (2010)



Summary:

The Web has changed the game for your customers—and, therefore, for you. Now, CustomerCentric Selling, already recognized as one of the premier methodologies for managing the buyer-seller relationship, helps you level the playing field so you can reach clients when they are ready to buy and create a superior customer experience. Your business and its people need to be “CustomerCentric”—willing and able to identify and serve customers’ needs in a world where competition waits just a mouse-click away. Traditional wisdom has long held that selling means convincing and persuading buyers. But today’s buyers no longer want or need to be sold in traditional ways. CustomerCentric Selling gives you mastery of the crucial eight aspects of communicating with today’s clients to achieve optimal results: Having conversations instead of making presentations

Asking relevant questions instead of offering opinions

Focusing on solutions and not only relationships

Targeting businesspeople instead of gravitating toward users

Relating product usage instead of relying on features

Competing to win—not just to stay busy

Closing on the buyer’s timeline (instead of yours)

Empowering buyers instead of trying to “sell” them

What’s more, CustomerCentric Selling teaches and reinforces key tactics that will make the most of your organization’s resources. Perhaps you feel you don’t have the smartest internal systems in place to ensure an ideal workflow. (Perhaps, as is all too common, you lack identifiable systems almost entirely.) From the basics—and beyond—of strategic budgeting and negotiation to assessing and developing the skills of your sales force, you’ll learn how to make sure that each step your business takes is the right one.

Genre: Sales management

Number of Pages: 290

List Price: \$22.99

Language: English

ISBN: 9780071637084

Reading Status: Finished

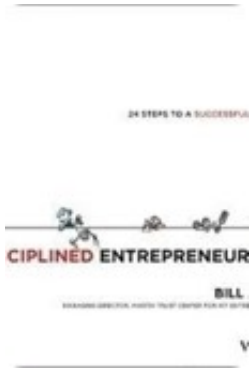
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ Disciplined Entrepreneurship

24 Steps to a Successful Startup

Bill Aulet

John Wiley & Sons (August 12, 2013)



Summary:

24 Steps to Success! Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special – they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. You will learn: Why the “F” word – focus – is crucial to a startup's success Common obstacles that entrepreneurs face – and how to overcome them How to use innovation to stand out in the crowd – it's not just about technology Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. For more please visit <http://disciplinedentrepreneurship.com/>

Genre: Business & Economics

Number of Pages: 288

List Price: \$19.99

Language: English

ISBN: 9781118692288

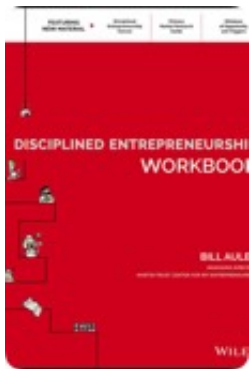
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ Disciplined Entrepreneurship Workbook

Bill Aulet

John Wiley & Sons (April 3, 2017)



Summary:

The essential companion to the book that revolutionized entrepreneurship *Disciplined Entrepreneurship Workbook* provides a practical manual for working the 24-step framework presented in *Disciplined Entrepreneurship*. Unlocking key lessons and breaking down the steps, this book helps you delve deeper into the framework to get your business up and running with a greater chance for success. You'll find the tools you need to sharpen your instinct, engage your creativity, work through hardship, and give the people what they want—even if they don't yet know that they want it. Real-world examples illustrate the framework in action, and case studies highlight critical points that can make or break you when your goal is on the line. Exercises and assessments help you nail down your strengths, while pointing out areas that could benefit from reinforcement—because when it comes to your business, "good enough" isn't good enough—better is always better. *Disciplined Entrepreneurship* transformed the way that professionals think about starting a company, and this book helps you dig into the proven framework to make your business dreams a reality. Delve deeper into the 24 steps to success: Innovate, persevere, and create the product people want. Internalize lessons learned from real-world entrepreneurs. Test your understanding with exercises and case studies. The book also includes new material on topics the author has found to be extremely useful in getting the most value out of the framework including Primary Market Research, Windows of Opportunity and Triggers. The book also introduces the *Disciplined Entrepreneurship Canvas* to track your progress on this journey. Starting a company is a serious undertaking, with plenty of risk and sacrifice to go around—so why not minimize the risk and make the outcome worth the sacrifice? Author Bill Aulet's 24-step framework is proven to build a successful business; the key is in how well you implement it. *Disciplined Entrepreneurship Workbook* helps you master the skills, tools, and mindset you need to get on your path to success.

Genre: Business & Economics

Number of Pages: 288

Language: English

ISBN: 9781119365792

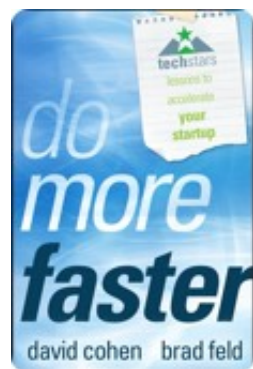
Reading Status: Finished

Date Finished: January 3, 2021

Category: Professional

Date Added: January 3, 2021

Tags: Entrepreneurship



Do More Faster

Techstars Lessons to Accelerate Your Startup

Brad Feld, David B. Cohen

John Wiley & Sons (October 19, 2010)



Summary:

Practical advice from some of today's top early stage investors and entrepreneurs. TechStars is a mentorship-driven startup accelerator with operations in three U.S. cities. Once a year in each city, it funds about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and investors. Historically, about seventy-five percent of the companies that go through TechStars raise a meaningful amount of angel or venture capital. *Do More Faster: TechStars Lessons to Accelerate Your Startup* is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the TechStars program and provides practical insights into early stage entrepreneurship. Contains seven sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance. Created by two highly regarded experts in the world of early stage investing. Essays in each section come from the experienced author team as well as TechStar mentors, entrepreneurs, and founders of companies. While you'll ultimately have to make your own decisions about what's right for your business, *Do More Faster: TechStars Lessons to Accelerate Your Startup* can get your entrepreneurial endeavor headed in the right direction.

Genre: Business & Economics

Number of Pages: 352

List Price: \$22.99

Language: English

ISBN: 9780470929834

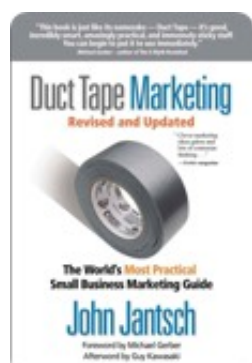
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Duct Tape Marketing

The World's Most Practical Small Business Marketing Guide

John Jantsch

Thomas Nelson Inc (2011)



Summary:

Is Your Marketing as Simple, Effective, and Affordable as Duct Tape? Let's face it, as a small business owner, you are really in the business of marketing. The problem for most small business owners is that they suffer from "marketing idea of the week" syndrome instead of implementing a systematic approach to the problem of small business marketing. In Duct Tape Marketing, renowned Small Business Marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you knew you could have when you made that decision to go out on your own. CAREFUL! Duct tape is a serious tool... it sticks where you put it. So are the ideas in this book. If you're ready to make a commitment and are willing to make something happen, John's book is a great place to start. --Seth Godin, author of Purple Cow For all those who wonder why John Jantsch has become the leading advisor and coach to small businesses everywhere, Duct Tape Marketing is the answer. I have never read a business book that is as packed with hands-on, actionable information as this one. There are takeaways in every paragraph, and the success of John's blog is living proof that they work. Duct Tape Marketing should be required reading for anyone who is building a business, or thinking about it. --Bo Burlingham, editor-at-large, Inc. magazine, and author of Small Giants: Companies That Choose To Be Great Instead of Big Duct Tape Marketing is a worthy addition to the growing library of how-to books on small business marketing -- concise, clear, practical, and packed with great ideas to boost your bottom line. --Bob Bly, author of The White Paper Handbook With the world suffering from depleted reserves of trust, a business that sells plenty of it every day tends to create the most value. The great thing about trust as a product feature is that it delivers exceptional returns. With this book, John Jantsch has zeroed in on exactly what small businesses need to sell every day, every hour. --Ben McConnell, co-author of Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force John Jantsch has provided small businesses with the perfect perspective for maximizing all marketing activities - offline and on. Jantsch has the plan to help you thrive in the world of business today. Read it, all your competitors will. --John Battelle, cofounding editor of Wired and author of The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture Duct Tape Marketing is a great read for anyone in business. It has fresh ideas laid out in a practical and useable way. I highly recommend this book for growing any business. --Dr. Ivan Misner, Founder of BNI and Co-author of the New York Times bestseller, Masters of Networking

Genre: Business & Economics

Number of Pages: 279

Language: English

ISBN: 9781595554659

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Earn your seat on a corporate board

7 actions to build your career, elevate your leadership, and expand your influence

Jill Griffin



Number of Pages: 138

ISBN: 9780996921800

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



Engineering Your Start-up

A Guide for the Hi-tech Entrepreneur

Michael L. Baird

Professional Publications (1992)



Summary:

Written for engineers and other technology professionals, this book is a complete guide to launching and growing a successful high-tech company. The author, an engineer with 20 years of technology and business management experience, brings a dose of reality to discussions of financing, stock options, business plans, market positioning, and many other topics. His in-depth analysis and instructive case studies make this an essential guide for every entrepreneur. Each of these books is a compact source of information for working engineers. The career guides explain how to protect their ideas, improve their job skills, and build their careers. The references provide useful, "at-your-fingertips" data on engineering economics, unit conversion, and the metric system.

Genre: Business & Economics

Number of Pages: 294

Language: English

ISBN: 9780912045481

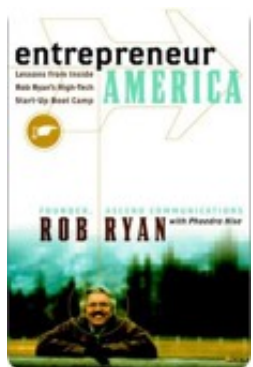
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Entrepreneur America

Lessons from Inside Rob Ryan's High-Tech Start-Up Boot Camp

Rob Ryan, Phaedra Hise

HarperBusiness (January 23, 2001)



Genre: Entrepreneurship

Number of Pages: 224

ISBN: 9780066620664

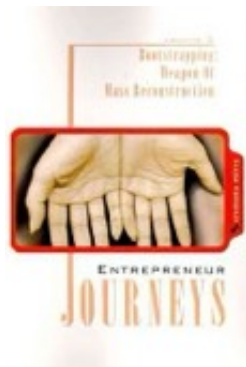
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Entrepreneur Journeys Bootstrapping, Weapon of Mass Reconstruction

Sramana Mitra

BookSurge Publishing (April 16, 2009)



Summary:

In a world battered by economic crisis, Sramana Mitra believes entrepreneurship is the only sustainable path forward to a healthy economic world order. And core to the success of entrepreneurial ventures today is the invigorating art of bootstrapping. Sramana Mitra--a serial entrepreneur, strategy consultant and Forbes columnist--takes aim at this essential route along the roadmap to startup success with Entrepreneur Journeys, Volume Two: Bootstrapping: Weapon of Mass Reconstruction. Along with the incisive analysis and commentary that have popularized her blog and Forbes columns, Mitra showcases a dozen successful entrepreneurs and their lessons from the bootstrapping trenches. Overflowing with lively entrepreneurial tangents, theories, and behind-closed-doors-experience, the book rises to the level of economic policy discussion while simultaneously offering practical advice from experienced bootstrappers. Important issues like doing more with less, getting started with little or no capital, and validating the market on the cheap are discussed with the likes of Om Malik of GigaOm and Greg Gianforte of RightNow. In her characteristic narrative style, Mitra shepherds established and aspiring entrepreneurs through a territory she hopes will be claimed by many more in the years to come. "From my perspective it is clear that small business must be a top priority," explains Mitra. "Let us hope that in the coming decade the number of small businesses will double, then triple and quadruple. For here is the most powerful engine of economic growth and sustenance. Here is our way back."

Genre: Business & Economics

Number of Pages: 254

Language: English

ISBN: 9781439234518

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Entrepreneur Magazine's Young Millionaires Inspiring Stories to Ignite Your Entrepreneurial Dreams

Rieva Lesonsky, Gayle Sato Stodder

Entrepreneur Media (1998)



Summary:

In an inspirational text, successful men and women discuss how they got started and overcame obstacles such as competition and grueling work schedules, and share reflections on what drove them to be on top. Original. IP.

Genre: Business & Economics

Number of Pages: 200

Language: English

ISBN: 9781891984013

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Entrepreneur's Book Of Checklists 1000 Tips To Help You Start & Grow Your Business

Robert Ashton

Prentice Hall Business Publishing (December 31, 2004)



Genre: Entrepreneurship

Number of Pages: 216

ISBN: 9780273694397

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Entrepreneurs Talent, Temperament, Technique

Bill Bolton, John Thompson

Butterworth-Heinemann (2000)



Summary:

We all know an entrepreneur when we see one. This ground-breaking book reviews more than a hundred entrepreneurs from all walks of life and backgrounds, and sets their stories within a rigorous analytical framework, in order to give a critical insight into: * What entrepreneurs do and achieve * How they go about it * How they could be better supported The key point though is whether there are more people "out there" with the potential to be successful entrepreneurs, and, if so, how they might be identified and fostered. This book opens up this subject using for the first time the themes of talent, temperament and technique, which, in the correct mix, produce outstanding entrepreneurs. Using the ideas presented, it should be possible to tap more effectively the well of entrepreneurial talent that the authors identify. The release of this entrepreneurial talent could transform the numerous programmes for promoting business start-up and growth. It is the missing ingredient in many of these initiatives. Entrepreneurs: Talent, Temperament, Technique is therefore ideal for both students and those with a non-academic background who have a keen interest in business start-up and growth. Case studies include: James Dyson, Charles Dunstone (CarPhone Warehouse), Ben and Jerry's Ice Cream, Brian Souter (Stagecoach), Archie Norman (Asda), Paul Sykes, Steve Jobs (Apple), Warren Buffet, David Rhodes (Filtronic), Ricardo Semler, Elliott Tepper (Betel), Julian Richer, Walt Disney, Cameron Mackintosh, Jeff Bezos (Amazon.com), Herb Kelleher (SouthWest Air), Bernie Ecclestone, Mark McCormack, John de Lorean, Mozart and Al Capone. Identifies the range of intrapreneurship and entrepreneurship segments Gives a framework to running successful entrepreneurship programmes or accessing your own capabilities Contains a readable introduction with valuable case studies for specialist entrepreneurship and SME courses

Genre: Business & Economics

Number of Pages: 372

Language: English

ISBN: 9780750646239

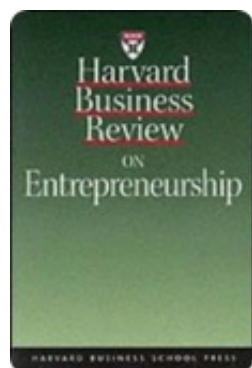
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **Entrepreneurship**

Harvard Business Review

Harvard Business School Press (1999)



Genre: Management

Number of Pages: 217

Language: English

ISBN: 9780875849102

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **Entrepreneurship**
Successfully Launching New Ventures

Bruce R. Barringer, R. Duane Ireland

Pearson Prentice Hall (2006)



Summary:

This lively book, containing many real-life examples, makes a thoughtful, practical guide to the process of launching new ventures. It begins by introducing a model of the entrepreneurial process, and follows the model throughout the book. Emphasis is placed on the beginnings of the entrepreneurial process - particularly opportunity recognition and feasibility analysis. A four part organization makes the journey toward understanding the entrepreneur process both enjoyable and productive. The four parts, which collectively contain 15 chapters, are: The Decision to Become an Entrepreneur, Developing Successful Business Ideas, Moving From an Idea to an Entrepreneurial Firm, and Managing and Growing an Entrepreneurial Firm. For venture capitalists, investor groups, or business incubators (for-profit and not-for-profit) to distribute to their client companies; and of particular help to technology companies.

Genre: Business & Economics

Number of Pages: 482

Language: English

ISBN: 9780130618559

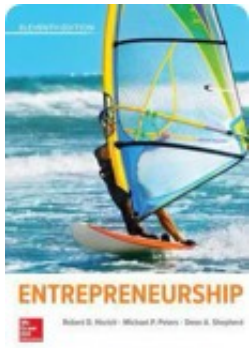
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ Entrepreneurship

Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd

McGraw-Hill Education (2018)



Summary:

The 9th Edition of Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

Number of Pages: 581

Language: English

ISBN: 9781260043730

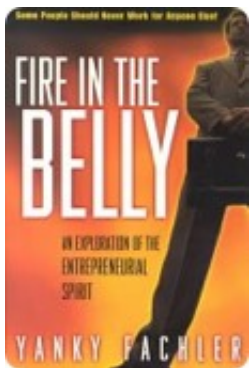
Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 10, 2021

Tags: Entrepreneurship



♥ Fire in the Belly

An Exploration of the Entrepreneurial Spirit

Yanky Fachler

Oak Tree (2001)



Summary:

This book is dedicated to what the author describes as the neglected part of the entrepreneurial equation, asking what it means to go out and do your own thing. It attempts to analyze that fire in the belly that fuels the entrepreneurial urge. The author explores the thrill, the challenge, the fun - and the problems - of becoming an entrepreneur.

Genre: Business & Economics

Number of Pages: 142

Language: English

ISBN: 9781860762109

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Found Money

Simple Strategies for Uncovering the Hidden Profit and Cash Flow in Your Business

Steve Wilkinghoff

John Wiley & Sons (August 24, 2009)



Summary:

A fresh perspective on what it takes to run a moneymaking small business If you're a small business owner, you probably started out with a great idea, an entrepreneurial dream, and the willingness to work as hard as you have to. You're up-and-running, your products and services are selling, and you are working as hard as you can. But where do you go from here? How do you get there? And how can you be sure your business will make you money now and for the long term? Found Money presents a new and powerful approach to small-business success. It helps you figure out, instantly, whether your business is on-track or flying off the rails (and how to correct it if it is flying off the rails). Not only does it help you understand how your business makes you money, but how to control that process as well. It offers accessible, easy-to-use tools and tactics to help you understand the links between what happens in your small business and the financial results you achieve so you can proactively create the financial results you want. Helps you maximize the money your small business makes by showing you where additional profit and cash flow is hiding right now in your business Steve Wilkinghoff is an accountant and consultant who helps businesses reach their full, money-making potential Foreword by Michael Gerber, preeminent small business guru If you own your own small business but don't know how to take control of the financial results it gives you, Found Money hands you the strategies, tactics and tools you need to take control, and direct and maximize the money-making process.

Genre: Business & Economics

Number of Pages: 224

Language: English

ISBN: 9780470483350

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Get A Grip

How to Get Everything You Want from Your Entrepreneurial Business

Gino Wickman, Mike Paton

BenBella Books, Inc. (April 8, 2014)



Summary:

It's time to take your business to the next level. Eileen Sharp and Vic Hightower were frustrated. After years of profitable, predictable growth, Swan Services was in a rut. Meetings were called and discussions held, but few decisions were made and even less got done. People were pointing fingers and assigning blame, but nothing happened to solve Swan's mounting problems. It felt as though they were working harder than ever but with less impact. The company Eileen and Vic had founded and built for 10 years was a different place. It just wasn't fun anymore. Their story is not unusual. The challenges they were facing are common, predictable, and solvable. Get A Grip tells the story of how Swan Services resolves its issues by implementing the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their leadership team master a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients. The story of Swan Services is a fable, but the Entrepreneurial Operating System® is very real and has helped thousands of businesses worldwide. A complete entrepreneurial toolkit, EOS has helped thousands of businesses get to where they want to be. In Get A Grip, learn how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team. With characters and situations created from collective business experiences and stories, Get A Grip is a fable that will ring true for entrepreneurial leaders the world over and guide them to get their companies on track.

Genre: Business & Economics

Number of Pages: 320

Language: English

ISBN: 9781939529824

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Getting Everything You Can Out of All You've Got Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition

Jay Abraham

Macmillan (October 12, 2001)



Summary:

This book provides clear guidance on what constitutes State Aid in the area of tax law. It clearly explains the situations in which beneficial tax provisions for the taxpayer - e.g., lower tax rates for certain industries or for certain economic zones, advantageous depreciation rules, or exemptions - can be declared void by the European Commission. The difficult controlling concept of 'selectivity' of an aid is dealt with extensively. Drawing on familiarity with the practice of the Commission, as well as the jurisprudence of the General Court and of the Court of Justice, thirteen knowledgeable contributors present valuable arguments in case the Commission requires the repayment of advantages received. Among the topics and issues covered are the following: how unregulated tax incentive competition between States leads to a 'win' by one State and a 'loss' by another; the legal uncertainty attached to the Commission's decision following notification of a proposed tax incentive; the role of the Commission's Code of Conduct; calculating the amount of recovery of illegal State Aid; application of State Aid rules in the area of indirect taxation (e.g., VAT and excise duties); investment fund regimes; subnational regional aid; 'patent box' regimes; foreign source income; and taxpayers' exclusion from infringement proceedings and subsequent appeals. Complete with case studies and analyses of the latest case law on selectivity, this invaluable resource will be welcomed by practitioners who, although they may be well-versed in tax law, are sure to benefit greatly from the authors' expert guidance on State Aid provisions and the rules on harmful tax competition.

Genre: Business & Economics

Number of Pages: 384

List Price: \$12.99

Language: English

ISBN: 9780312284541

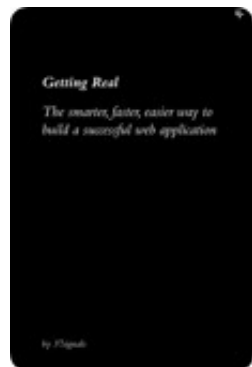
Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020



Getting Real

The Smarter, Faster, Easier Way to Build a Successful Web Application

Jason Fried

37signals (2006)



Summary:

Getting Real details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it's a book of ideas. Anyone working on a web app — including entrepreneurs, designers, programmers, executives, or marketers — will find value and inspiration in this book. 37signals used the Getting Real process to launch five successful web-based applications (Basecamp, Campfire, Backpack, Writeboard, Ta-da List), and Ruby on Rails, an open-source web application framework, in just two years with no outside funding, no debt, and only 7 people (distributed across 7 time zones). Over 500,000 people around the world use these applications to get things done. Now you can find out how they did it and how you can do it too. It's not as hard as you think if you Get Real.

Genre: Computers

Number of Pages: 187

List Price: \$11.99

Language: English

ISBN: 9780578012810

Reading Status: Finished

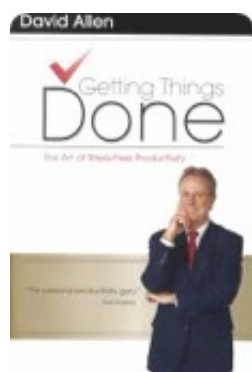
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Getting Things Done

The Art of Stress-Free Productivity

David Allen

Viking (2001)



Summary:

In today's world, yesterday's methods just don't work. Veteran coach and management consultant David Allen recognizes that time management is useless the minute your schedule is interrupted; setting priorities isn't relevant when your e-mail is down; procrastination solutions won't help if your goals aren't clear. Instead, Allen shares with readers the proven methods he has already introduced in seminars and at top organizations across the country. The key to Getting Things Done? Relaxation. Allen's premise is simple: our ability to be productive is directly proportional to our ability to relax. Only when our minds are clear and our thoughts are organized can we achieve stress-free productivity. His seamless system teaches us how to identify, track, and—most important—choose the next action on all our tasks, commitments, and projects and thus master all the demands on our time while unleashing our creative potential. The book's stylish, dynamic design makes it easy to follow Allen's tips, examples, and inspiration to achieve what we all seek—energy, focus, and relaxed control.

Genre: Business & Economics

Number of Pages: 267

Language: English

ISBN: 9780670899241

Reading Status: Finished

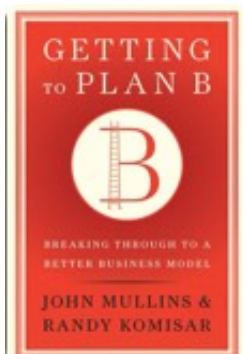
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Getting to Plan B

Breaking Through to a Better Business Model

John Mullins

Harvard Business Press (2009)



Summary:

You have a new venture in mind. And you've crafted a business plan so detailed it's a work of art. Don't get too attached to it. As John Mullins and Randy Komisar explain in *Getting to Plan B*, new businesses are fraught with uncertainty. To succeed, you must change the plan in real time as the inevitable challenges arise. In fact, studies show that entrepreneurs who stick slavishly to their Plan A stand a greater chance of failing-and that many successful businesses barely resemble their founders' original idea. The authors provide a rigorous process for stress testing your Plan A and determining how to alter it so your business makes money, solves customers' needs, and endures. You'll discover strategies for: -Identifying the leap-of-faith assumptions hidden in your plan -Testing those assumptions and unearthing why the plan might not work - Reconfiguring the five components of your business model-revenue model, gross margin model, operating model, working capital model, and investment model-to create a sounder Plan B. Filled with success stories and cautionary tales, this book offers real cases illustrating the authors' unique process. Whether your idea is for a start-up or a new business unit within your organization, *Getting to Plan B* contains the road map you need to reach success.

Genre: Business & Economics

Number of Pages: 249

List Price: \$34.99

Language: English

ISBN: 9781422126691

Reading Status: Finished

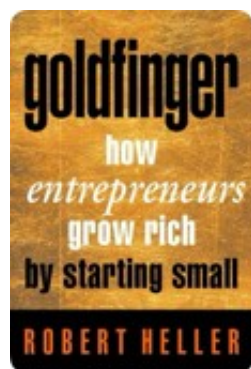
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Goldfinger

how entrepreneurs get rich by starting small

Robert Heller

HarperCollinsBusiness (1999)



Genre: Entrepreneurship

Number of Pages: 244

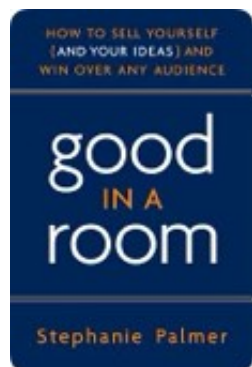
ISBN: 9780006388722

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020



Good in a Room

How to Sell Yourself (and Your Ideas) and Win Over Any Audience

Stephanie Palmer

Currency/Doubleday (2008)



Summary:

"Stephanie Palmer delivers clear, useful advice on how to successfully move the good idea in your head into the other heads in the room. It is hard to think of a more valuable skill." --Peter Kaufman, CEO, Glenair Inc. Former MGM Director of Creative Affairs Stephanie Palmer reveals the techniques used by Hollywood's top writers, directors and producers to get financing for their projects and explains how you can apply these techniques to be more successful in your own high-stakes meetings. Because, as Palmer as found, the strategies used to sell yourself and your ideas in Hollywood Hollywood not only work in other businesses, they often work better. After taking over three thousand pitch meetings, Stephanie Palmer has seen what works, what doesn't, and has developed a system for helping people with good ideas get the attention and financing they deserve. This is important because of how technology and globalization have created exponential growth in the marketplace for ideas. If you can communicate your ideas concisely and effectively, you will have the edge no matter what industry you are in. Whether you intend to ask for a raise, sign a potential client, promote a new business, secure financing for a creative project, get sponsors for your charity walk or even ask someone on a date, GOOD IN A ROOM shows you how to: -Master the five stages of the face-to-face meeting -Avoid the secret dealbreakers of the first ninety seconds -Be confident in high-pressure situations -Present yourself better and more effectively than you ever have before GOOD IN A ROOM is a step-by-step guide to improving your performance in high-stakes meetings as well as in other areas of your professional life. You'll learn insider secrets, cutting-edge techniques, and how to construct winning presentations that persuade decision-makers. That's what being good in a room is all about.

Genre: Business & Economics

Number of Pages: 271

List Price: \$14.99

Language: English

ISBN: 9780385520430

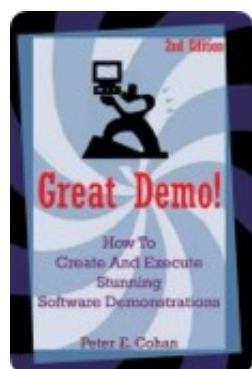
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Great Demo!

How to Create and Execute Stunning Software Demonstrations

Peter E. Cohan

iUniverse (March 1, 2005)



Summary:

Great Demo! provides sales and presales staff with a method to dramatically increase their success in closing business through substantially improved software demonstrations. It draws upon the experiences of thousands of demonstrations, both delivered and received from vendors and customers. The distinctive "Do the Last Thing First" concept generates a "Wow!" response from customers. The Great Demo! method is presented simply and clearly, and is elaborated more fully in each successive chapter, providing a rich toolkit for software sales teams. Real-life anecdotes, examples, and axioms offer humorous and effective punctuation. Updated with new best practices, tips and techniques, this second edition now includes a complete chapter on remote demonstrations--an area of increased activity and unique challenges. An additional chapter on managing evaluations (for fun and profit) extends the utility of the book to those in sales and management. Great Demo! is a terrific read on an airplane or between customer visits. It offers a straightforward process for creating and delivering highly compelling software demonstrations, excellent advice, tips, and the occasional epiphany.

Genre: Business & Economics

Number of Pages: 312

Language: English

ISBN: 9780595345595

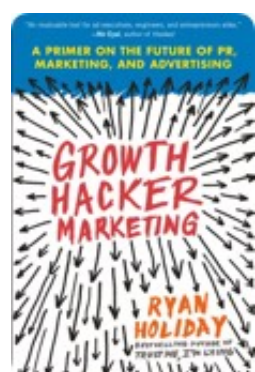
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Growth hacker marketing a primer on the future of PR, marketing, and advertising

Ryan Holiday

Portfolio (2014)



Summary:

A primer on the future of PR, marketing and advertising — now revised and updated with new case studies"Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of MekanismMegabrands like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses.Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions.Bestselling author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

Genre: Marketing

Number of Pages: 111

List Price: \$8.99

Language: English

ISBN: 9781591847380

Reading Status: Unread

Category: Professional

Date Added: February 4, 2021

Tags: Entrepreneurship, Marketing, and Teaching



High Tech Start Up, Revised and Updated

The Complete Handbook For Creating Successful New High Tech Companies

John L. Nesheim

Simon and Schuster (March 16, 2000)



Summary:

This revised and updated edition of Nesheim's underground Silicon Valley bestseller incorporates twenty-three case studies of successful start-ups, including tables of wealth showing how much money founders and investors realized from each venture. The phenomenal success of the initial public offerings (IPOs) of many new internet companies obscures the fact that fewer than six out of 1 million business plans submitted to venture capital firms will ever reach the IPO stage. Many fail, according to start-up expert John Nesheim, because the entrepreneurs did not have access to the invaluable lessons that come from studying the real-world venture experiences of successful companies. Now they do. Acclaimed by entrepreneurs the world over, this practical handbook is filled with hard-to-find information and guidance covering every key phase of a start-up, from idea to IPO: how to create a winning business plan, how to value the firm, how venture capitalists work, how they make their money, where to find alternative sources of funding, how to select a good lawyer, and how to protect intellectual property. Nesheim aims to improve the odds of success for first-time high-tech entrepreneurs, and offers an insider's perspective from firsthand experience on one of the toughest challenges they face -- convincing venture capitalists or investment banks to provide financing. This complete, classic reference tool is essential reading for first-time high-tech entrepreneurs, and entrepreneurs already involved in a start-up who want to increase their chances of success to rise to the top.

Genre: Business & Economics

Number of Pages: 343

List Price: \$37.99

Language: English

ISBN: 9780684871707

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship

MCMNAMARA



High-tech Ventures

The Guide For Entrepreneurial Success

C. Gordon Bell, John E. Mcnamara

Basic Books (July 22, 1991)



Summary:

High-Tech Ventures is for those who design, build, and market innovative products—people who are creating the high-tech world of the future. More specifically it is for all engineers, engineering managers, entrepreneurs, and intrapreneurs. Although engineers are responsible for identifying products and businesses that might benefit their company, all too often their suggestions are rejected. The products don't fit within the current business, or they threaten the status quo. Thus, start-up companies are the main arena for innovation. Entrepreneurs who are considering starting up a company, or who are already doing so, can use this book to determine the health of their venture. With High-Tech Ventures they can systematically assess the exact stages of their company's growth. They can compare their experiences to an ideal model, and sidestep—or eliminate—flaws early enough to save time, money, and even the company itself. High-Tech Ventures provides entrepreneurs with insight into the problems they may face, as well as a formal checklist for measuring success. It is also useful for board members, investors, and service industry personnel who are intimately involved in ventures. Professionals such as attorneys, accountants, technical consultants, and marketing consultants, who support the venture's infrastructure will also find critical information here. High-Tech Ventures includes revealing case studies from major entrepreneurial players such as Sun Microsystems, Apollo, Prime, Amdahl, Cullinet, etc.

Genre: Business & Economics

Number of Pages: 400

Language: English

ISBN: 9780201563214

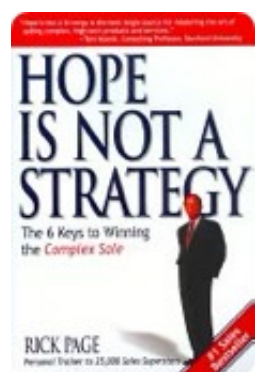
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Hope Is Not a Strategy

The 6 Keys to Winning the Complex Sale

Rick Page

McGraw Hill Professional (March 24, 2003)



Summary:

"No longer is being 'a good closer' the basis of sustainable success. Instead intakes the kind of strategic thinking Rick Page outlines in Hope Is Not a Strategy."--Geoffrey Moore, author of Crossing the Chasm and Inside the Tornado Master of the complex sale, Rick Page is the author of the bestselling book, Hope Is Not a Strategy, and one of the most sought-after sales consultants and trainers in the world. He has taught his breakthrough selling strategies to thousands of people in 150 companies across 50 countries--an amazing platform that has helped his message spread like wildfire. This paperback edition of Page's runaway sales bestseller schools readers in Page's simple, six-step process for making the sale--no matter how complex the deal or how many people are involved in the buying decision. Integrating the winning selling strategies used by the world's top salespeople, Page shows readers how to: Identify and sell to a prospect's business "pain" Qualify a prospect Build competitive preference Define a prospect's decision-making process

Genre: Business & Economics

Number of Pages: 192

List Price: \$13.99

Language: English

ISBN: 9780071418713

Reading Status: Finished

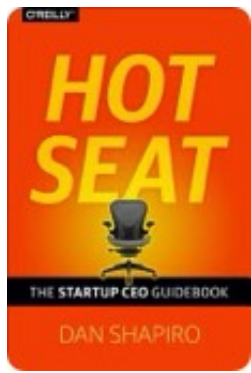
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ **Hot Seat**
The Startup CEO Guidebook

Dan Shapiro

O'Reilly Media, Incorporated (2015)



Summary:

The most mysterious role at a startup is that of the CEO. What exactly does the CEO do, anyway? Hot Seat: The Startup CEO Guidebook pulls back the curtain on the executive suite. This may be the title held by Jobs, Gates, and Zuckerberg, but it's also the title held by thousands of overconfident wantrepreneurs with starry eyes and little hope of success. This book is about what separates the successes from those who fall flat. Author Dan Shapiro, founder and CEO of Sparkbuy Inc (acquired by Google, where he now works) shares the directions, trials, tribulations, and strategies of the startup CEO—the ways startups are born, live, and die, as told from the view at the top. This book is divided into five sections: Founding covers the moment from the first idea of the business up until the incorporation and financing. Funding, one of the earliest and most difficult challenges, explores many strategies in depth. Leadership helps you come up with a strategy, create a culture, and navigate the pitfalls as you build your executive team. Management covers how to argue with your team, when to play the CEO card, and how to manage your board. Endgame explores how to finish your startup with grace and create the best outcome for everyone involved.

Genre: Business & Economics

Number of Pages: 300

Language: English

ISBN: 9781449360733

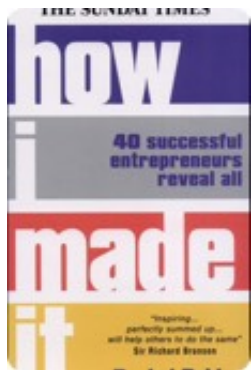
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **How I Made it**
40 Successful Entrepreneurs Reveal All

Rachel Bridge

Kogan Page Publishers (2005)



Genre: business

Number of Pages: 184

Language: English

ISBN: 9780749443115

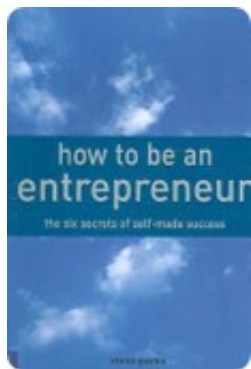
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ How to be an Entrepreneur The Six Secrets of Self-made Success

Steve Parks

Prentice Hall Business (2006)



Summary:

"By their nature entrepreneurs do things differently, and that includes how they like to learn. I'm impressed by the creativity you [Steve Parks] have shown in communicating ideas, knowledge and best-practice to your target audience." Former Prime Minister Tony Blair

The rate of new start ups is growing dramatically. According to Barclays Bank there were 288,200 new businesses launched in England and Wales in the first 6 months of 2004 - an increase of 23% on the same period in 2003. However, the failure rate is high. Barclays research also showed that 164,400 firms went out of business in the same period - that's over half of those that start up. Entrepreneurs are becoming increasingly aware of this threat because of media coverage, and are eager to get any help they can. How to be an Entrepreneur, written by bestselling author and small business guru Steve Parks, reveals how to become that person who will succeed not just at starting up, but also running that business. The author is himself a successful entrepreneur, but this book is the cumulated wisdom of the hundreds of other successful entrepreneurs who he has interviewed in the last 5 years. His research identified that successful entrepreneurs have special strengths in six fundamental abilities, which form the structure for the book: 1. Attitude How entrepreneurs think and behave - and how that helps them to deal with the many challenges they face. We examine how you can develop those attitudes, and handle the contradictions they seem to present. 2. Opportunity How entrepreneurs find or create opportunities - and how they maximise them to create great businesses. 3. Focus Once they have an opportunity, entrepreneurs are masters at marshalling people and resources and focussing their time and energy on the opportunity. We look at how you can gain superb personal focus, and then focus your company and your team 4. Talent The best entrepreneurial companies manage to attract the best talent before they're even out of the starting gate - then they seem to be able to bring out the very best in these people. At the same time these entrepreneurs manage the difficult balancing act of keeping this creating melting pot under control without stifling ideas. How is this achieved? 5. Planning The popular image may be of entrepreneurs working 'on the hoof' but it's simply not true. They have firm, clear plans - but they also ensure they have a good enough Radar system and contingency plans to be able to spot trouble and change course, in a planned way, when necessary. 6. Communication Entrepreneurs are masters at communicating with their team, their customers and the media. They have a clear, uncomplicated style of communication that wins hearts and minds. Packed with ideas, inspiration, case studies of how other entrepreneurs have succeeded, and highly original practical tools, this is the book that will separate the brilliant entrepreneur from the 'tried but failed'.

Genre: Business & Economics

Number of Pages: 148

List Price: \$10.99

Language: English

ISBN: 9780273708292

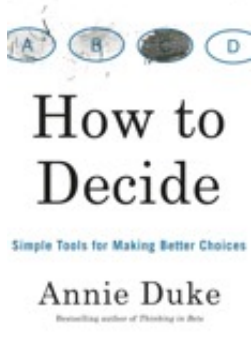
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ How to Decide Simple Tools for Making Better Choices

Annie Duke

Penguin (October 13, 2020)



Summary:

Through a blend of compelling exercises, illustrations, and stories, the bestselling author of *Thinking in Bets* will train you to combat your own biases, address your weaknesses, and help you become a better and more confident decision-maker. What do you do when you're faced with a big decision? If you're like most people, you probably make a pro and con list, spend a lot of time obsessing about decisions that didn't work out, get caught in analysis paralysis, endlessly seek other people's opinions to find just that little bit of extra information that might make you sure, and finally go with your gut. What if there was a better way to make quality decisions so you can think clearly, feel more confident, second-guess yourself less, and ultimately be more decisive and be more productive? Making good decisions doesn't have to be a series of endless guesswork. Rather, it's a teachable skill that anyone can sharpen. In *How to Decide*, bestselling author Annie Duke and former professional poker player lays out a series of tools anyone can use to make better decisions. You'll learn: - To identify and dismantle hidden biases. - To extract the highest quality feedback from those whose advice you seek. - To more accurately identify the influence of luck in the outcome of your decisions. - When to decide fast, when to decide slow, and when to decide in advance. - To make decisions that more effectively help you to realize your goals and live your values. Through interactive exercises and engaging thought experiments, this book helps you analyze key decisions you've made in the past and troubleshoot those you're making in the future. Whether you're picking investments, evaluating a job offer, or trying to figure out your romantic life, *How to Decide* is the key to happier outcomes and fewer regrets.

Genre: Business & Economics

Number of Pages: 240

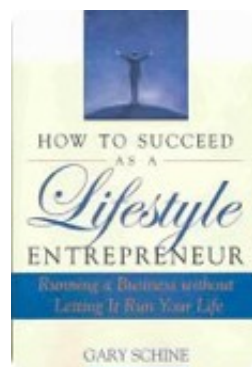
Language: English

ISBN: 9780593418482

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021



♥ **How to Succeed as a Lifestyle Entrepreneur**
Running a Business Without Letting it Run Your Life

Gary L. Schine

Dearborn Trade (2003)



Summary:

How to Succeed as a Lifestyle Entrepreneur is a guide that shows how to use the powerful tools of business management to create a business that supports their lifestyle, without having it run their life! Filled with inspirational real life profiles, *How to Succeed as a Lifestyle Entrepreneur* redefines successful entrepreneurship, speaking to those men and women who put play, health, family or pleasure before work, as well as people who see owning their own business as a way to get off the treadmill, not speed it up. It is a must read for those who are thinking about jumping the corporate ship to start and run their own business: a business that doesn't run their life. Composed of one-third philosophy and two-thirds how to advice, small business consultant and committed lifestyle entrepreneur Gary Schine offers a full range of tools for would be entrepreneurs, from business planning to marketing.

Genre: Business & Economics

Number of Pages: 275

Language: English

ISBN: 9780793164189

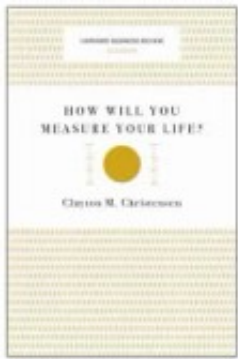
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ How Will You Measure Your Life?

Clayton M. Christensen

Harvard Business Review Press (2017)



Summary:

Harvard Business School's Clayton M. Christensen teaches aspiring MBAs how to apply management and innovation theories to build stronger companies. But he also believes that these models can help people lead better lives. In this book, he explains how, exploring questions everyone needs to ask: How can I be happy in my career? How can I be sure that my relationship with my family is an enduring source of happiness? How can I live my life with integrity? The answer to the first question comes from Frederick Herzberg's assertion that the most powerful motivator isn't money; it's the opportunity to learn, grow in responsibilities, contribute, and be recognized. Management isn't about buying, selling, and investing in companies, as many think. The principles of resource allocation can help people attain happiness at home. If not managed masterfully, what emerges from a firm's resource allocation process can be very different from the strategy management intended to follow. That's true in life too: If you're not guided by a clear sense of purpose, you're likely to fritter away your time and energy on obtaining the most tangible, short-term signs of achievement, not what's really important to you. And just as a focus on marginal costs can cause bad corporate decisions, it can lead people astray. The marginal cost of doing something wrong "just this once" always seems alluringly low. You don't see the end result to which that path leads. The key is to define what you stand for and draw the line in a safe place.--

Genre: Business & Economics

Number of Pages: 41

Language: English

ISBN: 9781633692565

Reading Status: Finished

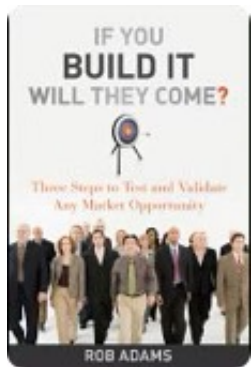
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ If You Build It Will They Come?

Three Steps to Test and Validate Any Market Opportunity

Rob Adams

Wiley (April 12, 2010)



Summary:

Know if you'll hit your targets before pulling the trigger on any marketing plan More than sixty five percent of new products are commercial failures, and if you compound this with a recession, now more than ever you can't afford to be wrong. In *If You Build It Will They Come*, business professor and strategy consultant Rob Adams shows you how to make sure you hit your target market before you spend a lot of money. He shows you the fast, systematic and proven approach of performing Market Validation in advance of making a large product investment. Adams outlines a simple and effective market validation and testing strategy that is proven, giving entrepreneurs and managers the ability to dramatically improve the prospect of product success. He explains how to quickly gather information on competitors, directly interview members of your target market, and figure out what the market really wants to buy, versus what customers say they want. The steps to quickly understanding the viability of your market Where to go to gather the information needed to hit the market requirements How to follow through with the right product launched in the right way Adams cuts through the fancy terms and expensive market research that gives lots of data but no real product oriented information about usage, pricing, features and competitive forces. In the end you'll produce results on your first release of a far more mature product, shipped in a faster timeframe with features customers will actually use. This book is for anyone involved with designing, developing and launching new products. Its examples and advice cover everything from the fledgling start-up that needs their first product to work just to survive to the successful Fortune Class company establishing new worldwide markets. Examples cut across all major industrial sectors including consumer, retail, manufacturing, technology, life sciences and services. This book offers the step-based guidance you need to make sure failure is not an option.

Genre: Business & Economics

Number of Pages: 256

Language: English

ISBN: 9780470563632

Reading Status: Finished

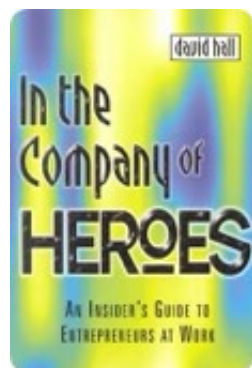
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



In the Company of Heroes

An Insider's Guide to Entrepreneurs at Work

David Hall

Kogan Page (1999)



Summary:

What makes someone a successful entrepreneur? Do entrepreneurs exhibit any common characteristics? Award-winning TV writer David Hall thinks so and here he looks beyond the (often very large) personalities involved to analyse what entrepreneurs actually do; and what their attitudes, motivations, and experiences are. The results of his research show how individuals can recognize their own entrepreneurial skills and develop them. Convinced that entrepreneurial behaviour can be a systematic process as well as instinctive, he found that there were clear lessons to be learned from entrepreneurial businesses, lessons from which he develops a blueprint for success that anyone can use.

Genre: Business & Economics

Number of Pages: 262

Language: English

ISBN: 9780749430603

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ Innovation and Entrepreneurship (Drucker Series)

Peter F. Drucker

Butterworth-Heinemann (April 1, 2002)



Number of Pages: 268

ISBN: 9780750643887

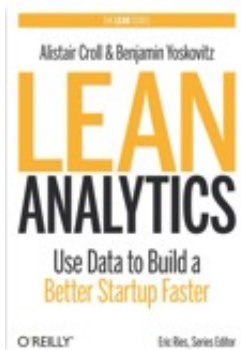
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ Lean Analytics

Use Data to Build a Better Startup Faster (Lean (O'Reilly))

Alistair Croll

"O'Reilly Media, Inc." (April 15, 2013)



Summary:

If you're involved with a startup, analytics help you find your way to the right product and market before the money runs out. But with a flood of information available, where do you start? This book shows you what to measure, how to analyze it, and how to report it, whether you're evaluating your business model, testing new features, enticing investors, or reporting progress to advisers. Written by Alistair Croll (founder of Coradiant) and Ben Yoskovitz (co-founder of Year One Labs), Lean Analytics lays out practical, proven steps to take your startup from initial idea to product/market fit and beyond. Examples and case studies show entrepreneurs and intrapreneurs (entrepreneurs inside larger organizations) how to identify and measure a startup's single most important metric, and how to iterate until you get it right. While the authors primarily cover technology startups, their lessons can be applied far beyond the Web. Even traditional businesses are embracing a lean, learn-first approach, as demonstrated by owners of a San Francisco deli that used a temporary "pop-up" method to optimize their menu and operations before launching a permanent restaurant.

Genre: Business & Economics

Number of Pages: 409

Language: English

ISBN: 9781449335670

Reading Status: Finished

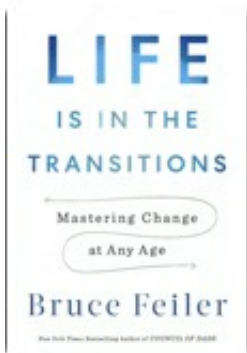
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ **Life Is in the Transitions**
Mastering Change at Any Age

Bruce Feiler

Penguin (2020)



Summary:

The Instant National Bestseller! A pioneering and timely study of how to navigate life's biggest transitions with meaning, purpose, and skill Bruce Feiler, author of the New York Times bestsellers *The Secrets of Happy Families* and *Council of Dads*, has long explored the stories that give our lives meaning. Galvanized by a personal crisis, he spent the last few years crisscrossing the country, collecting hundreds of life stories in all fifty states from Americans who'd been through major life changes--from losing jobs to losing loved ones; from changing careers to changing relationships; from getting sober to getting healthy to simply looking for a fresh start. He then spent a year coding these stories, identifying patterns and takeaways that can help all of us survive and thrive in times of change. What Feiler discovered was a world in which transitions are becoming more plentiful and mastering the skills to manage them is more urgent for all of us. The idea that we'll have one job, one relationship, one source of happiness is hopelessly outdated. We all feel unnerved by this upheaval. We're concerned that our lives are not what we expected, that we've veered off course, living life out of order. But we're not alone. *Life Is in the Transitions* introduces the fresh, illuminating vision of the nonlinear life, in which each of us faces dozens of disruptors. One in ten of those becomes what Feiler calls a lifequake, a massive change that leads to a life transition. The average length of these transitions is five years. The upshot: We all spend half our lives in this unsettled state. You or someone you know is going through one now. The most exciting thing Feiler identified is a powerful new tool kit for navigating these pivotal times. Drawing on his extraordinary trove of insights, he lays out specific strategies each of us can use to reimagine and rebuild our lives, often stronger than before. From a master storyteller with an essential message, *Life Is in the Transitions* can move readers of any age to think deeply about times of change and how to transform them into periods of creativity and growth.

Genre: Life cycle, human

Number of Pages: 352

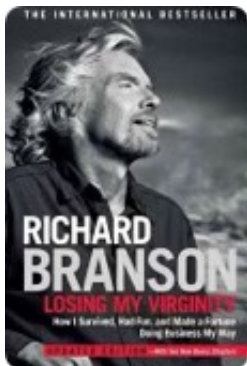
Language: English

ISBN: 9781594206825

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



♥ **Losing My Virginity**
How I've Survived, Had Fun, and Made a Fortune Doing Business My Way

Richard Branson

Crown Business (2011)



Summary:

"Oh, screw it, let's do it." That's the philosophy that has allowed Richard Branson, in slightly more than twenty-five years, to spawn so many successful ventures. From the airline business (Virgin Atlantic Airways), to music (Virgin Records and V2), to cola (Virgin Cola), to retail (Virgin Megastores), and nearly a hundred others, ranging from financial services to bridal wear, Branson has a track record second to none. *Losing My Virginity* is the unusual, frequently outrageous autobiography of one of the great business geniuses of our time. When Richard Branson started his first business, he and his friends decided that "since we're complete virgins at business, let's call it just that: Virgin." Since then, Branson has written his own "rules" for success, creating a group of companies with a global presence, but no central headquarters, no management hierarchy, and minimal bureaucracy. Many of Richard Branson's companies--airlines, retailing, and cola are good examples--were started in the face of entrenched competition. The experts said, "Don't do it." But Branson found golden opportunities in markets in which customers have been ripped off or underserved, where confusion reigns, and the competition is complacent. And in this stressed-out, overworked age, Richard Branson gives us a new model: a dynamic, hardworking, successful entrepreneur who lives life to the fullest. Family, friends, fun, and adventure are equally important as business in Branson's life. *Losing My Virginity* is a portrait of a productive, sane, balanced life, filled with rich and colorful stories: Crash-landing his hot-air balloon in the Algerian desert, yet remaining determined to have another go at being the first to circle the globe; Signing the Sex Pistols, Janet Jackson, the Rolling Stones, Boy George, and Phil Collins; Fighting back when British Airways took on Virgin Atlantic and successfully suing this pillar of the British business establishment; Swimming two miles to safety during a violent storm off the coast of Mexico; Selling Virgin Records to save Virgin Atlantic; Staging a rescue flight into Baghdad before the start of the Gulf War . . . And much more. *Losing My Virginity* is the ultimate tale of personal and business survival from a man who combines the business prowess of Bill Gates and the promotional instincts of P. T. Barnum. Also available in the UK from Virgin Publishing, and in Canada from General Publishing, From the Hardcover edition.

Genre: Biography & Autobiography

Number of Pages: 588

Language: English

ISBN: 9780307720740

Reading Status: Finished

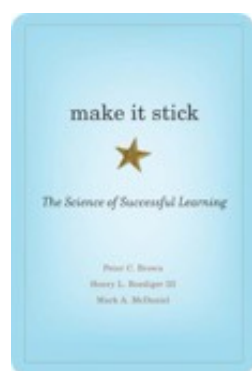
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ **Make It Stick**

Peter C. Brown, Henry L. Roediger (III), Mark A. McDaniel

Harvard University Press (April 14, 2014)



Summary:

To most of us, learning something "the hard way" implies wasted time and effort. Good teaching, we believe, should be creatively tailored to the different learning styles of students and should use strategies that make learning easier. *Make It Stick* turns fashionable ideas like these on their head. Drawing on recent discoveries in cognitive psychology and other disciplines, the authors offer concrete techniques for becoming more productive learners. Memory plays a central role in our ability to carry out complex cognitive tasks, such as applying knowledge to problems never before encountered and drawing inferences from facts already known. New insights into how memory is encoded, consolidated, and later retrieved have led to a better understanding of how we learn. Grappling with the impediments that make learning challenging leads both to more complex mastery and better retention of what was learned. Many common study habits and practice routines turn out to be counterproductive. Underlining and highlighting, rereading, cramming, and single-minded repetition of new skills create the illusion of mastery, but gains fade quickly. More complex and durable learning come from self-testing, introducing certain difficulties in practice, waiting to re-study new material until a little forgetting has set in, and interleaving the practice of one skill or topic with another. Speaking most urgently to students, teachers, trainers, and athletes, *Make It Stick* will appeal to all those interested in the challenge of lifelong learning and self-improvement.

Genre: Education

Number of Pages: 313

Language: English

ISBN: 9780674729018

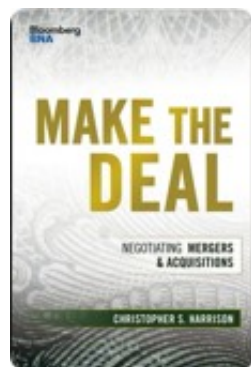
Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 10, 2021

Tags: Marketing and Teaching



Make the Deal **Negotiating Mergers and Acquisitions**

Christopher S. Harrison

John Wiley & Sons (February 15, 2016)



Summary:

A comprehensive introduction to today's M&A strategies Make the Deal is a direct and accessible guide to striking a powerful M&A deal. Merging business, finance, and law, this insightful examination of M&A strategy is designed to help you understand M&A negotiations and the ways in which the final outcome affects your financial future. A general overview of an acquisition agreement framework segues into a more detailed discussion of different deal structures, including stock sales, mergers, asset sales, and complex structures, giving you the information you need to know when each one applies best in practice. You'll gain insight into real-world negotiations and the delicate balancing act that occurs as each party attempts to maximize value and minimize risk, and learn the potential pitfalls that can occur. Negotiation statistics and samples from actual contracts back the war stories throughout, and reinforce the idea that there's no single perfect solution. As a topic of study, M&A is constantly evolving; in practice, it changes at the speed of light. Staying ahead of the market is the single most critical element of making the best deal, and the strategy that worked for one deal most likely won't work for the next. Instead of simply providing a list of strategies that have worked in the past, this book shows you why they worked, so you can tailor your strategy specifically to your next deal. Learn how M&A contract terms affect economic outcomes Examine the techniques and mechanics of today's acquisition agreements Develop a legal framework that supports your business strategy Follow the ups and downs that arise in real-world cases A successful M&A transaction requires both attention to detail and a big picture view, combined with skill, intellect, and ingenuity. Make the Deal brings it all together to show you how to run the table and come away with a win.

Genre: Business & Economics

Number of Pages: 320

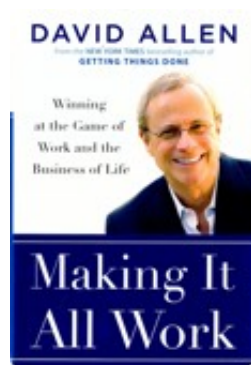
Language: English

ISBN: 9781119163503

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



Making It All Work **Winning at the Game of Work and the Business of Life**

David Allen

Penguin (2008)



Summary:

The long-awaited follow-up to the New York Times bestseller *Getting Things Done*. David Allen's *Getting Things Done* hit a nerve and ignited a movement with businesses, students, soccer moms, and techies all the way from Silicon Valley to Europe and Asia. Now, David Allen leads the world on a new path to achieve focus, control, and perspective. Throw out everything you know about productivity-- *Making It All Work* will make life and work a game you can win. For those who have already experienced the clarity of mind from reading *Getting Things Done*, *Making It All Work* will take the process to the next level. David Allen shows us how to excel in dealing with our daily commitments, the unexpected, and the information overload that threatens to drown us. *Making It All Work* provides an instantly usable, success-building tool kit for staying ahead of the game. *Making It All Work* addresses: how to figure out where you are in life and what you need; how to be your own consultant and a CEO of your life; moving from hope to trust in decision-making; when not to set goals; harnessing intuition, spontaneity, and serendipity; and why life is like business and business is like life. This eagerly awaited follow-up to *Getting Things Done* is guaranteed to find an audience in today's competitive business environment and among David Allen's many fans.

Genre: Business & Economics

Number of Pages: 305

List Price: \$13.99

Language: English

ISBN: 9780670019953

Reading Status: Finished

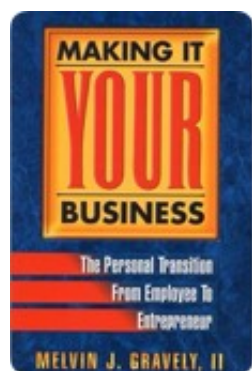
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Making it your business **the personal transition from employee to entrepreneur**

Melvin J. Gravely

Impact Group Consultants (1997)



Genre: Self-employed

Number of Pages: 221

ISBN: 9780965619417

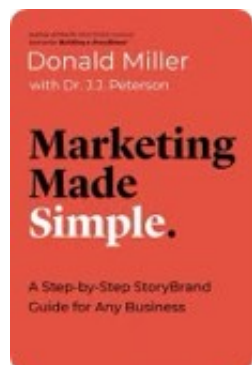
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Marketing Made Simple **A Step-By-Step StoryBrand Guide for Any Business**

Donald Miller, J. J. Peterson

HarperCollins Leadership (March 2, 2021)



Summary:

This guide from New York Times bestselling author Donald Miller, is a must-have for any marketing professional or small business owner who wants grow their business. It will teach you how to create and implement a sales funnel that will increase traffic and drive sales. Every day, your company is losing sales simply because you do not have a clear path to attract new customers. You're not alone. Based on proven principles from Building a StoryBrand, this 5-part checklist is the ultimate resource for marketing professionals and business owners as they cultivate a sales funnel that flows across key customer touchpoints to effectively develop, strengthen, and communicate their brand's story to the marketplace. In this book, you will learn: The three stages of customer relationships. How to create and implement the one marketing plan you will never regret. How to develop a sales funnel that attracts the right customers to your business. The power of email and how to create campaigns that result in customer traffic and a growth in brand awareness. The keys to wireframing a website that commands attention and generates conversions. The inability to attract and convert new customers is costing business owners valuable opportunities to grow their brand. This prevents companies, both big and small, from making the sales that are crucial to their survival. With Marketing Made Simple, you will learn everything you need to know to take your business to the next level.

Genre: Business & Economics

Number of Pages: 208

Language: English

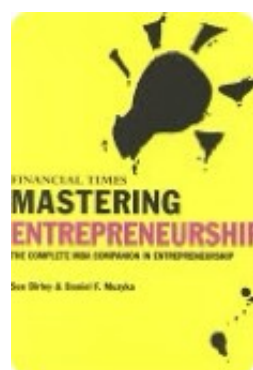
ISBN: 9781400217649

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Marketing



♥ Mastering Entrepreneurship

Sue Birley, Daniel F. Muzyka

Financial Times Prentice Hall (2000)



Summary:

Business start-up fever is more acute than ever. Never, it seems, have more people been starting their own companies, particularly to exploit the World Wide Web. And never have so many been prepared to back and support them. Developed from the successful series run in the "Financial Times" newspaper, and following on from the best-selling "Mastering Enterprise," "Mastering Entrepreneurship" brings you the latest thinking from the best brains in the world, to help you make your way as an entrepreneur and realize the potential of every business opportunity you see. It shows you the different routes available and covers all the issues from original concept to capturing the value of your enterprise. "Mastering Entrepreneurship" appears at a time of unprecedented technological advance and amid an upsurge of entrepreneurial activity around the globe, epitomized by the dot.com start-ups. It fully captures the mood, explaining and detailing what has, is, and will happen in a new section devoted to e-business start-ups. Being an entrepreneur is not restricted to people who start their own businesses. Entrepreneurial spirit exists in all industries and at all levels of the career ladder. So go ahead and realize your dreams. Make the most of the current environment for business opportunities with the book that shows you how to become a master entrepreneur.

Genre: Business & Economics

Number of Pages: 418

Language: English

ISBN: 9780273649281

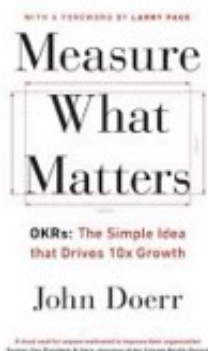
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Measure What Matters OKRs - The Simple Idea That Drives 10x Growth

John Doerr

Penguin Books, Limited (April 26, 2018)



Summary:

"The revolutionary movement behind the explosive growth of Intel, Google, Amazon and Uber. With a foreword by Larry Page, and contributions from Bono and Bill Gates. Measure What Matters is about using Objectives and Key Results (OKRs), a revolutionary approach to goal-setting, to make tough choices in business. In 1999, legendary venture capitalist John Doerr invested \$11.8 million in a startup that had amazing technology, entrepreneurial energy and sky-high ambitions, but no real business plan. Doerr introduced the founders to OKRs and with them at the foundation of their management, the startup grew from forty employees to more than 70,000 with a market cap exceeding \$600 billion. The startup was Google. Since then Doerr has introduced OKRs to more than fifty companies, helping tech giants and charities exceed all expectations. In the OKR model objectives define what we seek to achieve and key results are how those top- priority goals will be attained. OKRs focus effort, foster coordination and enhance workplace satisfaction. They surface an organization's most important work as everyone's goals from entry-level to CEO are transparent to the entire institution. In Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations."-- Publisher's description.

Genre: Organizational effectiveness

Number of Pages: 306

Language: English

ISBN: 9780241348482

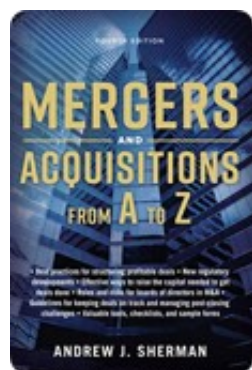
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Mergers and acquisitions from a to z

Andrew J. Sherman

AMACOM, American Management Association (2018)



Summary:

The definitive guide to getting deals done right. More than ten thousand mergers and acquisitions occur annually in the US, many among small- and mid-sized companies. These complex transactions can be an effective growth strategy, but they carry significant risk. Mergers and Acquisitions from A to Z helps guard against costly mistakes. Expert advice, case studies, checklists, and sample documents walk you through every step of the process-from valuation to securities laws to closing and successful integration. Covering the latest trends and regulatory developments, the fourth edition explains how to: Prepare for and initiate a deal * Create a letter of intent * Conduct due diligence * Structure profitable deals * Calculate the purchase price * Raise capital * Keep transactions on track * Understand the roles and risks for boards * Manage postclosing challenges * And more When done properly, mergers and acquisitions let companies eliminate rivals, extend territory, and diversify offerings. This trusted resource delivers the strategic and legal guidance you need to make the most of every deal.

Genre: Consolidation and merger of corporations

Number of Pages: 364

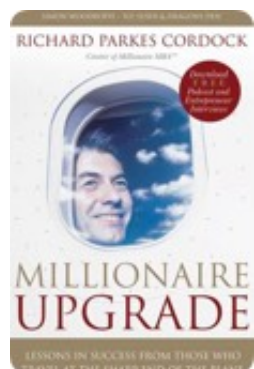
Language: English

ISBN: 9780814439029

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



Millionaire Upgrade

Lessons in Success From Those Who Travel at the Sharp End of the Plane

Richard Parkes Cordock

Capstone (April 7, 2006)



Genre: business

Number of Pages: 142

Language: English

ISBN: 9781841127033

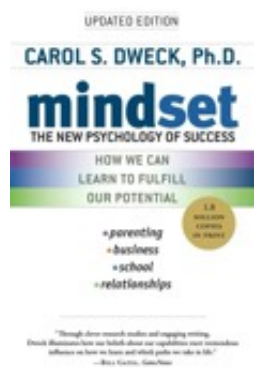
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Mindset

The New Psychology of Success

Carol S. Dweck

Ballantine Books (2008)



Summary:

The updated edition of the book that has changed millions of lives with its insights into the growth mindset. After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset--those who believe that abilities are fixed--are less likely to flourish than those with a growth mindset--those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love--to transform their lives and your own. Praise for Mindset "A good book is one whose advice you believe. A great book is one whose advice you follow. This is a book that can change your life, as its ideas have changed mine."--Robert J. Sternberg, co-author of Teaching for Wisdom, Intelligence, Creativity, and Success "An essential read for parents, teachers [and] coaches . . . as well as for those who would like to increase their own feelings of success and fulfillment."--Library Journal (starred review) "Everyone should read this book."--Chip Heath and Dan Heath, authors of Made to Stick "One of the most influential books ever about motivation."--Po Bronson, author of NurtureShock "If you manage people or are a parent (which is a form of managing people), drop everything and read Mindset."--Guy Kawasaki, author of The Art of the Start 2.0

Genre: Business & Economics

Number of Pages: 277

List Price: \$12.99

Language: English

ISBN: 9780345472328

Reading Status: Finished

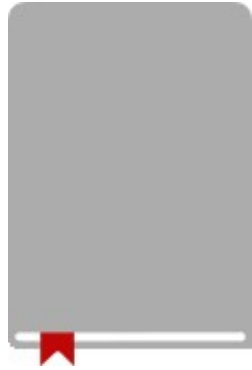
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



My YouTube Success Planner

Worksheets and Goal Trackers to Build the YouTube Channel of Your Dreams

Rocky Galloway

Independently Published (April 29, 2020)



Summary:

What do nearly all successful YouTubers have in common? They create quality content consistently! This YouTube planner will help you or your loved one become a prolific content creator on the world's most popular online video platform. Shopping for a birthday or a holiday? This YouTube planner for kids and adults alike is the perfect gift for the aspiring YouTuber in your life. My YouTube Success Planner is the most robust YouTube notebook on the market, containing: 175 Pages of Worksheets and Trackers to guide you through the process of brainstorming and creating videos for your YouTube channel on a regular basis Multi-Page Idea Log to help you keep track of creative ideas as they come to mind Undated Monthly Goal Trackers for setting big goals and keeping up with the steps you'll take to achieve them Undated Monthly Production Schedules to track your filming, editing, and publishing deadlines Video Planning Sheets with checklists and text areas to outline each video's content, title, description, and more! At 8.5" by 11", this planner provides ample space to properly flesh out your YouTube video ideas. No more recording mediocre video clips on a whim, and then failing to publish them for fear of what people might think. On YouTube the secret to success is no secret at all: When you have a plan, the process of making a YouTube channel becomes effortless. By writing down your ideas and commitments, you can focus on getting more done, so you can become the influential YouTuber that you've always wanted to be. Pour yourself a beverage, sit down with a pencil and this essential YouTube book, and let's make some epic plans!

Number of Pages: 175

Language: English

ISBN: 9798640980486

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Marketing



New Venture Creation

Entrepreneurship for the 21st Century

Jeffrey A. Timmons, Stephen Spinelli

McGraw Hill Professional (2004)



Genre: Business & Economics

Number of Pages: 700

Language: English

ISBN: 9780072498400

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



New Venture Creation: Entrepreneurship for the 21st Century

Stephen Spinelli, Jr., Rob Adams

McGraw-Hill Education (January 27, 2015)



Summary:

New Venture Creation: Entrepreneurship for the 21st Century is about the process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. The book presents the substantial body of knowledge about the entrepreneurial process in a pragmatic way – through text, case studies, and hands-on exercises – to help readers compress their learning curves, reduce their ultimate risk and pain, and allow them to gain more from their subsequent entrepreneurial experiences.

Genre: Business & Economics

Number of Pages: 512

Language: English

ISBN: 9780077862480

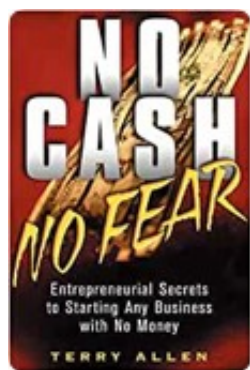
Reading Status: Finished

Date Finished: January 3, 2021

Category: Professional

Date Added: January 3, 2021

Tags: Entrepreneurship



No Cash, No Fear

Entrepreneurial Secrets to Starting Any Business with No Money

Terry Allen

Wiley (August 30, 2001)



Summary:

If you've got big ideas and little or no cash--congratulations! You're just the person Terry Allen speaks to in No Cash, No Fear--a powerful guide to start-up success bursting with invaluable lessons for the aspiring or struggling entrepreneur. Allen, who has started more than 20 businesses in his long and illustrious career, reveals exactly how he did it with none or very little of his own money--and how you can, too! He gives you his foolproof strategies for obtaining cash from a variety of surprisingly accessible sources. You'll discover ways to sell your product before it even exists and how to get someone to give you \$1 million to invest (and a Rolls Royce to boot)! Allen also reveals: * The four ingredients you need to cook up a business * Why being short of cash should never be a problem * How to start a business with \$2,000 and make \$15,000 profit in the first week * Why you don't need a business degree to be successful * Four commandments for running a solid, profitable company "I love this book."--Andrew Tobias, author of the million-copy bestselling classic, The Only Investment Guide You Will Ever Need

Genre: Business & Economics

Number of Pages: 304

Language: English

ISBN: 9780471415329

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Peak Performance Presentations

How to Present with Passion and Purpose : Lessons for Business from the World of Theatre

Richard Olivier, Nicholas Janni

Spiro (2004)



Summary:

Presentations are a key part of business life. They do not simply impart information, but critically affect how much people trust you, and how far and with what degree of commitment they will follow you. Yet most of us fail to achieve our presentation potential, whether speaking to 5, 50 or 500 people. We may say the right words but fail to deliver the message, we may use the latest gizmos but fail to make a mark. Drawing on their first-hand experience of working with actors (and business people), Olivier and Janni offer unique insights into how to present with clarity, passion and presence, whether on the stage of a theatre or a conference hall, whether in the rehearsal room or in the board room. With practical exercises and activities, plus real-life case studies and anecdotes, this compelling book shows how you too can enter the zone of 'peak performance', a place where you can present with calm authority and connect effortlessly with your audience.

Genre: Business & Economics

Number of Pages: 220

Language: English

ISBN: 9781844390977

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Pitching Hacks: How to Pitch Startups to Investors

Babak Nivi, Venture Hacks Staff, Naval Ravikant

Lulu.com (December 22, 2009)



(From the author's website)
BY BABAK NIVI

Summary:

How to raise money from VCs and angel investors. We've founded companies like Epinions; helped start companies that are backed by Sequoia, Benchmark, and Kleiner Perkins; raised \$100M or so for startups; and invested another \$20M in about 12 companies. This book summarizes some of the lessons we've learned about pitching companies to investors.

Number of Pages: 86

Language: English

ISBN: 9780557235599

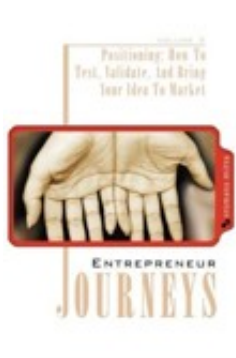
Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 10, 2021

Tags: Entrepreneurship



Positioning

How To Test, Validate, And Bring Your Idea To Market (Entrepreneur Journeys, Volume Three)

Sramana Mitra

BookSurge Publishing (September 8, 2009)



Genre: Success in business

Number of Pages: 270

ISBN: 9781439245927

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Presentation Zen

Simple Ideas on Presentation Design and Delivery

Garr Reynolds

New Riders Pub. (2008)



Summary:

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

Genre: Computers

Number of Pages: 229

List Price: \$37.99

Language: English

ISBN: 9780321525659

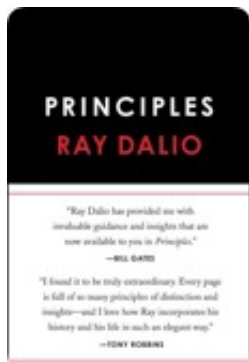
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ Principles Life and Work

Ray Dalio

Simon and Schuster (September 19, 2017)



Summary:

#1 New York Times Bestseller “Significant...The book is both instructive and surprisingly moving.” —The New York Times
Ray Dalio, one of the world’s most successful investors and entrepreneurs, shares the unconventional principles that he’s developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals. In 1975, Ray Dalio founded an investment firm, Bridgewater Associates, out of his two-bedroom apartment in New York City. Forty years later, Bridgewater has made more money for its clients than any other hedge fund in history and grown into the fifth most important private company in the United States, according to Fortune magazine. Dalio himself has been named to Time magazine’s list of the 100 most influential people in the world. Along the way, Dalio discovered a set of unique principles that have led to Bridgewater’s exceptionally effective culture, which he describes as “an idea meritocracy that strives to achieve meaningful work and meaningful relationships through radical transparency.” It is these principles, and not anything special about Dalio—who grew up an ordinary kid in a middle-class Long Island neighborhood—that he believes are the reason behind his success. In *Principles*, Dalio shares what he’s learned over the course of his remarkable career. He argues that life, management, economics, and investing can all be systemized into rules and understood like machines. The book’s hundreds of practical lessons, which are built around his cornerstones of “radical truth” and “radical transparency,” include Dalio laying out the most effective ways for individuals and organizations to make decisions, approach challenges, and build strong teams. He also describes the innovative tools the firm uses to bring an idea meritocracy to life, such as creating “baseball cards” for all employees that distill their strengths and weaknesses, and employing computerized decision-making systems to make believability-weighted decisions. While the book brims with novel ideas for organizations and institutions, *Principles* also offers a clear, straightforward approach to decision-making that Dalio believes anyone can apply, no matter what they’re seeking to achieve. Here, from a man who has been called both “the Steve Jobs of investing” and “the philosopher king of the financial universe” (CIO magazine), is a rare opportunity to gain proven advice unlike anything you’ll find in the conventional business press.

Genre: Business & Economics

Number of Pages: 567

Language: English

ISBN: 9781501124020

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ Reality Check The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition

Guy Kawasaki

Portfolio/Penguin (2011)



Summary:

"Don't even think about trying to launch a startup without reading Guy Kawasaki's Reality Check." -BizEd For a quarter of a century, in his various guises as an entrepreneur, evangelist, venture capitalist, and guru, Guy Kawasaki has cast an irreverent eye on the dubious trends, sketchy theories, and outright foolishness of what so often passes for business today. Too many people frantically chase the Next Big Thing only to discover that all they've made is the Last Big Mistake. Reality Check is Kawasaki's all-in-one guide for starting and operating great organizations-ones that stand the test of time and ignore any passing fads in business theory. This indispensable volume collects, updates, and expands the best entries from his popular blog and features his inimitable take on everything from effective e-mailing to sucking up to preventing "bozo explosions."

Genre: Business & Economics

Number of Pages: 474

List Price: \$11.99

Language: English

ISBN: 9781591843948

Reading Status: Finished

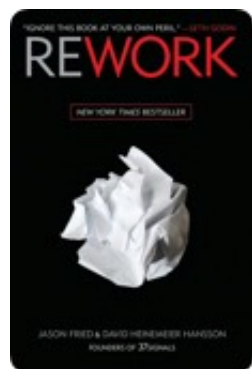
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Rework

Jason Fried

Crown Business (2010)



Summary:

Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

Genre: Business & Economics

Number of Pages: 279

List Price: \$12.99

Language: English

ISBN: 9780307463746

Reading Status: Finished

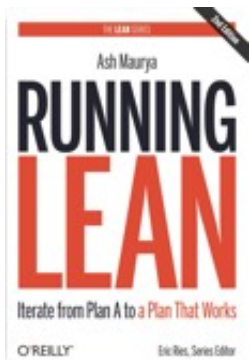
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Running Lean

Iterate from Plan A to a Plan That Works

Ash Maurya

"O'Reilly Media, Inc." (February 28, 2012)



Summary:

We live in an age of unparalleled opportunity for innovation. We're building more products than ever before, but most of them fail—not because we can't complete what we set out to build, but because we waste time, money, and effort building the wrong product. What we need is a systematic process for quickly vetting product ideas and raising our odds of success. That's the promise of Running Lean. In this inspiring book, Ash Maurya takes you through an exacting strategy for achieving a "product/market fit" for your fledgling venture, based on his own experience in building a wide array of products from high-tech to no-tech. Throughout, he builds on the ideas and concepts of several innovative methodologies, including the Lean Startup, Customer Development, and bootstrapping. Running Lean is an ideal tool for business managers, CEOs, small business owners, developers and programmers, and anyone who's interested in starting a business project. Find a problem worth solving, then define a solution Engage your customers throughout the development cycle Continually test your product with smaller, faster iterations Build a feature, measure customer response, and verify/refute the idea Know when to "pivot" by changing your plan's course Maximize your efforts for speed, learning, and focus Learn the ideal time to raise your "big round" of funding Get on track with The Lean Series Presented by Eric Ries—bestselling author of The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses—The Lean Series gives you solid footing in a proven methodology that will help your business succeed.

Genre: Business & Economics

Number of Pages: 207

Language: English

ISBN: 9781449305178

Reading Status: Unread

Category: Professional

Date Added: February 4, 2021

Tags: Entrepreneurship and Teaching

SAVE THE CAT!



Save the Cat!

The Last Book on Screenwriting You'll Ever Need

Blake Snyder

M. Wiese Productions (2005)



Summary:

Here's what started the phenomenon: the best seller, for over 15 years, that's been used by screenwriters around the world! Blake Snyder tells all in this fast, funny and candid look inside the movie business. "Save the Cat" is just one of many ironclad rules for making your ideas more marketable and your script more satisfying, including: The four elements of every winning logline The seven immutable laws of screenplay physics The 10 genres that every movie ever made can be categorized by -- and why they're important to your script Why your Hero must serve your Idea Mastering the 15 Beats Creating the "Perfect Beast" by using The Board to map 40 scenes with conflict and emotional change How to get back on track with proven rules for script repair This ultimate insider's guide reveals the secrets that none dare admit, told by a showbiz veteran who's proven that you can sell your script if you can save the cat.

Genre: Performing Arts

Number of Pages: 195

Language: English

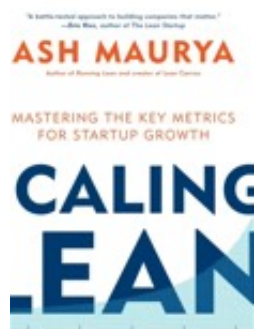
ISBN: 9781932907001

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Writing



Scaling Lean

Mastering the Key Metrics for Startup Growth

Ash Maurya

Penguin (2016)



Summary:

Is your "big idea" worth pursuing? What if you could test your business model earlier in the process--before you've expended valuable time and resources? You've talked to customers. You've identified problems that need solving, and maybe even built a minimum viable product. But now there's a second bridge to cross. How do you tell whether your idea represents a viable business? Do you really have to go through the whole cycle of development, failure, iteration, tweak, repeat? Scaling Lean offers an invaluable blueprint for modeling startup success. You'll learn the essential metrics that measure the output of a working business model, give you the pulse of your company, communicate its health to investors, and enable you to make precise interventions when things go wrong. You'll also learn how to:

- ballpark the viability of a business model using a simple five-minute back-of-the-envelope estimation.
- stop using current revenue as a measure of progress (it forces you to fly blind and, often, to overpromise to your shareholders) and instead embrace the metric of traction--which helps you identify the leading indicators for future business model growth.
- set progressive goals that set you up for exponential long-term success by implementing a staged 10X rollout strategy, like one employed by Facebook and Tesla.
- stop burying your breakthrough insights in failed experiments, but rather illuminate them using two-week LEAN sprints to quickly source, rank, and test ideas.

Ash Maurya, a serial entrepreneur and author of the startup cult classic Running Lean, pairs real-world examples of startups like Airbnb and Hubspot with techniques from the manufacturing world in this tactical handbook for scaling with maximum efficiency and efficacy. This is vital reading for any startup founder graduating from the incubator stage.

Genre: Business & Economics

Number of Pages: 290

Language: English

ISBN: 9781101980521

Reading Status: Unread

Category: Professional

Date Added: February 4, 2021

Tags: Entrepreneurship and Teaching



Secrets of Sand Hill Road

Venture Capital and How to Get It

Scott Kupor

Penguin (2019)



Summary:

What are venture capitalists saying about your startup behind closed doors? And what can you do to influence that conversation? If Silicon Valley is the greatest wealth-generating machine in the world, Sand Hill Road is its humming engine. That's where you'll find the biggest names in venture capital, including famed VC firm Andreessen Horowitz, where lawyer-turned-entrepreneur-turned-VC Scott Kupor serves as managing partner. Whether you're trying to get a new company off the ground or scale an existing business to the next level, you need to understand how VCs think. In *Secrets of Sand Hill Road*, Kupor explains exactly how VCs decide where and how much to invest, and how entrepreneurs can get the best possible deal and make the most of their relationships with VCs. Kupor explains, for instance: * Why most VCs typically invest in only one startup in a given business category. * Why the skill you need most when raising venture capital is the ability to tell a compelling story. * How to handle a "down round," when startups have to raise funds at a lower valuation than in the previous round. * What to do when VCs get too entangled in the day-to-day operations of the business. * Why you need to build relationships with potential acquirers long before you decide to sell. Filled with Kupor's firsthand experiences, insider advice, and practical takeaways, *Secrets of Sand Hill Road* is the guide every entrepreneur needs to turn their startup into the next unicorn.

Genre: Business & Economics

Number of Pages: 320

Language: English

ISBN: 9780593083581

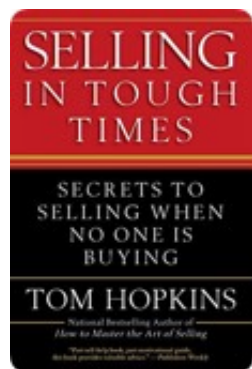
Reading Status: Finished

Date Finished: December 28, 2020

Category: Professional

Date Added: December 28, 2020

Tags: Entrepreneurship



Selling in Tough Times **Secrets to Selling When No One Is Buying**

Tom Hopkins

Business Plus (February 7, 2011)



Summary:

Tough Times can be brought on by any number of factors: a down economy, Mother Nature, shifts in customers' needs, national tragedy--the list goes on and on. These types of changes can be extremely disruptive, even paralyzing, when we're not prepared for them. While many see no other option than to "sit tight" and "ride things out" when crisis strikes, true career professionals in selling understand that the only way to deal with adversity is to meet it head-on. That's why a positive attitude and a proactive approach to problem-solving are two of the most essential ingredients for success in selling--and why those who embrace them not only to survive but thrive, even in the most difficult of circumstances. Now, in his latest book, *Selling in Tough Times*, world-renowned selling expert Tom Hopkins puts his real-world, in-the-trenches experience to work and shares his plan to reverse the momentum of tough times--and even capitalize on them. With exercises to help you discover previously overlooked opportunities and eliminate waste, along with out-of-the-box methods for recruiting new customers and key tips on how to solidify your existing business, Hopkins gives you powerful ways to spur sales now and for years to come. Learn how to: Mine your client list to generate new leads Keep--and reward--your current customers so that they're loyal for life. Reduce the sales resistance that plagues tough times with tactics that overcome consumers' fears. Woo clients from your competition with 12 new strategies specially tailored for tough times. Cycles will come and go, but the principles of great selling and those who live by them stand firm. Find out how you can achieve your maximum selling potential, whatever the business climate, in *Selling in Tough Times* today.

Genre: Selling

Number of Pages: 272

List Price: \$1.99

ISBN: 9780446548137

Reading Status: Finished

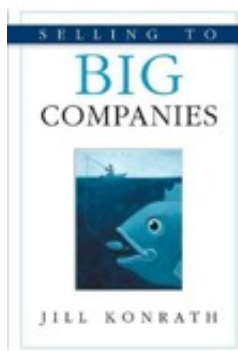
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ Selling to big companies

Jill Konrath

Kaplan (2006)



Genre: Selling

Number of Pages: 250

ISBN: 9781419515620

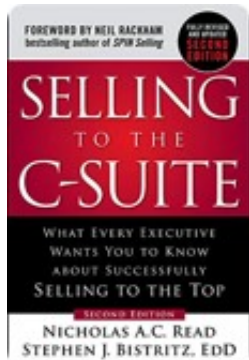
Reading Status: Finished

Date Finished: January 11, 2021

Category: Professional

Date Added: January 11, 2021

Tags: Entrepreneurship and Sales



♥ Selling to the C-Suite

What Every Executive Wants You to Know About Successfully Selling to the Top

Dr. Stephen J. Bistriz



Date Published: 2018

Genre: Selling

Number of Pages: 260

ISBN: 9781260116427

Reading Status: Finished

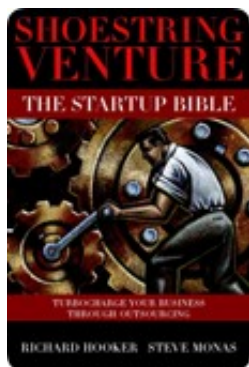
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ Shoestring Venture

The Startup Bible

Steve Monas

Steve Monas (2008)



Summary:

A Complete Guide to Starting and Growing Your Own Business On A Shoestring Budget The Cheat Sheet for Business. For the millions who start a new business every year on the barest of resources, Shoestring Venture: The Startup Bible is like hiring a high-level consultant to deal with the bewildering maze of issues from finance to marketing to technology that all entrepreneurs face. Every business is nothing but a series of decisions which can make or break the business. You could say that, if there's a science of business, it's the science of making good decisions. And every bootstrap entrepreneur faces the daunting task of making ALL the business decisions, any one of which could either doom the enterprise or catapult it to stratospheric success. That means that every entrepreneur has to quickly get up to speed on every issue their business faces. Shoestring Venture: The Startup Bible is the most exhaustive set of practical resources collected to empower entrepreneurs to make the right decisions on a limited budget, from business concept to product development to Web marketing. We call a "consultant in a book," there to give considered and experienced answers to the infinite questions that come up. Shoestring Venture-The Start-up Bible All entrepreneurs - even the smallest operating on the tightest of budgets - have the opportunity to build powerful start-up organizations without ever really having to walk out the front door. Using global communications and data networks, even bootstrap entrepreneurs can staff an entire organization with every human resource and skill they need at rock-bottom prices. In short, anyone can run a virtual organization using only a desktop or laptop computer. Shoestring Venture: The Startup Bible gives bootstrap entrepreneurs all the resources they need to build truly effective startups using the magic of outsourcing and offshoring. This is the century for small business . . . You have the tools to build a powerful start-up organization, from financing to product development to marketing, without ever really having to walk out your front door. Using global communications and data networks, you can staff an entire organization with every human resource and skill you need at rock-bottom prices. You are, in short, running a virtual organization using only a desktop or laptop computer. It's the magic of outsourcing. It means that you can be a pretty formidable player in the business world. Why? Because it permits you to focus your energies on what brings real value to your business-what you do best. That's what this book is all about. Shoestring Venture gives you the tools you need to start your new venture or take your current business several levels higher by exploiting the resources our interconnected world offers you. Chapters: Startup, Finance, Taxes, & Banking, Hardware and Software, Bringing Your Products to Market, Outsourcing Your Back Office, Information Technology, Web and Ecommerce, and Promoting Your Product: Marketing & Sales

Genre: Business & Economics

Number of Pages: 523

List Price: USD2.99

Language: English

ISBN: 9780595506514

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Slide:ology

The Art and Science of Creating Great Presentations

Nancy Duarte

"O'Reilly Media, Inc." (August 7, 2008)



Summary:

No matter where you are on the organizational ladder, the odds are high that you've delivered a high-stakes presentation to your peers, your boss, your customers, or the general public. Presentation software is one of the few tools that requires professionals to think visually on an almost daily basis. But unlike verbal skills, effective visual expression is not easy, natural, or actively taught in schools or business training programs. slide:ology fills that void. Written by Nancy Duarte, President and CEO of Duarte Design, the firm that created the presentation for Al Gore's Oscar-winning film, An Inconvenient Truth, this book is full of practical approaches to visual story development that can be applied by anyone. The book combines conceptual thinking and inspirational design, with insightful case studies from the world's leading brands. With slide:ology you'll learn to: Connect with specific audiences Turn ideas into informative graphics Use sketching and diagramming techniques effectively Create graphics that enable audiences to process information easily Develop truly influential presentations Utilize presentation technology to your advantage Millions of presentations and billions of slides have been produced -- and most of them miss the mark. slide:ology will challenge your traditional approach to creating slides by teaching you how to be a visual thinker. And it will help your career by creating momentum for your cause.

Genre: Business & Economics

Number of Pages: 274

Language: English

ISBN: 9780596522346

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Smart Luck

And the Seven Other Qualities of Great Entrepreneurs

Andrew Davidson

Financial Times Prentice Hall (2002)



Summary:

Why does one entrepreneur succeed when another fails? What are the characteristics that define our top business builders? And what has Richard Branson's mother got to do with it all? In a laconic guide to the winners and wannabes of enterprise, award-winning writer Andrew Davidson tracks down the top wealth creators in their natural habitat..... Richard Branson, Alan Sugar, David Potter, James Dyson, Luke Johnson, Brent Hoberman, Charles Dunstone, Mike Lynch, Simon Woodroffe, Reuben Singh, Guy Hands, Richard Rogers..... Entrepreneurs . All rich, most famous and without exception completely fascinating to the rest of us. What sets them apart? What made them what they are? Why did they succeed when so many have failed? Everybody wants to know why life's winners are so successful, and behind every entrepreneur is a story. Look at enough of those stories and themes begin to emerge: brilliant but eccentric parents, sibling rivalry, financial hardship in childhood, a sense of separateness, an abnormal desire to be better than anybody else. Andrew Davidson has interviewed dozens of leading entrepreneurs and asked the questions we all want to ask. Here he pulls together all the information, and takes an overall look at the bigger picture and what we can learn from the living giants who did it their way. Smart Luck interprets the psychology of success, telling the entrepreneurs' stories in their own words and those of the people closest to them. 'With his notebooks and tape recorder overflowing, [Andrew Davidson] has parlayed a career's worth of probing into what may be the most entertaining book on business published this year.' 'The prose is breathless, the subjects are opinionated and the colour writing is so good it is difficult to remember that this is meant to be a serious book about entrepreneurs. There isn't a dull chapter to be found .' Sunday Times, Book of the Week

Genre: Business & Economics

Number of Pages: 273

Language: English

ISBN: 9780273652656

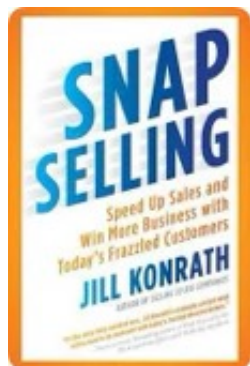
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Snap Selling

Speed Up Sales and Win More Business with Today's Frazzled Customers

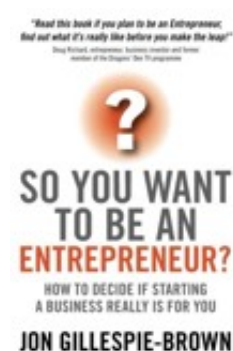
Jill Konrath

Penguin Publishing Group (2012)



Summary:

Selling is tougher than ever before. Potential customers are under extreme pressure to do more with less money, less time, and fewer resources, and they're wary of anyone who tries to get them to buy or change anything. Under such extreme conditions, yesterday's sales strategies no longer work. No matter how great your offering, you face the daunting task of making yourself appear credible, relevant, and valuable. Now, internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments, speed up decisions, and win sales with these short-fused, frazzled customers. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP Rules: Keep it Simple: When you make things easy and clear for your customers, they'll change from the status quo; Be iNvaluable: You have to stand out by being the person your customers can't live without; Always Align: To be relevant, make sure you're in synch with your customers' objectives, issues, and needs; Raise Priorities: To maintain momentum, keep the most important decisions at the forefront of their mind. -- From publisher description.

Genre: Business & Economics**Number of Pages:** 297**List Price:** \$9.99**Language:** English**ISBN:** 9781591844709**Reading Status:** Finished**Date Finished:** January 16, 2021**Category:** Professional**Date Added:** January 16, 2021**Tags:** Entrepreneurship, Sales, and Teaching**So You Want To Be An Entrepreneur?****How to decide if starting a business is really for you**

Jon Gillespie-Brown

John Wiley & Sons (July 8, 2008)

**Summary:**

Jon Gillespie Brown brings his extensive mentoring experience to bear in this new handbook for would-be entrepreneurs. So You Want to Be an Entrepreneur? contains a series of mentoring sessions, each carefully thought out to make you consider and plan your life based on your passions, ambitions and ultimate visions. By actively taking part in each of the exercises, you give yourself the best chance of succeeding as an entrepreneur, or the sufficient clarity to decide what other career options are best suited to you. Explore your real goals, hidden talents, passions, assets and core skills. The simple self-discovery tools in the book will make it easy for you to analyse this information and take the next steps towards your entrepreneurial dreams with total confidence. PRAISE FOR SO YOU WANT TO BE AN ENTREPRENEUR 'Read this book if you plan to be an entrepreneur, find out what it's really like before you make the leap!' Doug Richard, entrepreneur, business investor and former member of the Dragons' Den TV programme 'Before I invest in a business at an early stage I want to know the founders knew what they were getting into. I would suggest they check out if they measure up to the demands of the ups and downs required to be a successful entrepreneur by reading this book first.' Richard Farleigh, Author Taming the Lion: 100 Secret Strategies for Investing and former member of the Dragons' Den 'The key to entrepreneurial success is understanding what type of entrepreneur you are, and then doing business in a way that is true to yourself, and above all, one that brings you personal happiness and fulfilment. This book will help you decide whether a life of an entrepreneur is for you.' Rachel Elnaugh, entrepreneur, business speaker and former member of the Dragons' Den 'Very few people truly consider the hard work, disappointment, frustration and crushing lows that every Entrepreneur experiences along the journey. Jon's book is a must read for anybody ready to take the leap!' Richard Parkes Cordock, author of Millionaire Upgrade and creator of Millionaire MBA Business Mentoring Programme 'The only form of safe employment is self-employment. I recommend anyone considering the entrepreneurial path to read this book.' Geoff Burch, International Speaker and author of Go It Alone: The Streetwise Secrets of Self-Employment tobeanentrepreneur.com

Genre: Business & Economics**Number of Pages:** 208**List Price:** \$15.99**Language:** English**ISBN:** 9781841128030**Reading Status:** Finished**Date Finished:** December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: BUSM4010 and Entrepreneurship



Start Your Business Week by Week

How to Plan and Launch Your Successful Business--one Step at a Time

Steve Parks

Prentice Hall Business (2005)



Summary:

This is the first book that tells you exactly what to do to start a business, step by step, week by week. Parks breaks down the process into bitesize tasks, removes the fear and the uncertainty and makes success more likely.

Genre: Business & Economics

Number of Pages: 207

Language: English

ISBN: 9780273694472

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Startup Boards

Getting the Most Out of Your Board of Directors

Brad Feld, Mahendra Ramsinghani

John Wiley & Sons (December 31, 2013)



Summary:

An essential guide to understanding the dynamics of a startup's board of directors Let's face it, as founders and entrepreneurs, you have a lot on your plate—getting to your minimum viable product, developing customer interaction, hiring team members, and managing the accounts/books. Sooner or later, you have a board of directors, three to five (or even seven) Type A personalities who seek your attention and at times will tell you what to do. While you might be hesitant to form a board, establishing an objective outside group is essential for startups, especially to keep you on track, call you out when you flail, and in some cases, save you from yourself. In Startup Boards, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his experience in this area by talking about the importance of having the right board members on your team and how to manage them well. Along the way, he shares valuable insights on various aspects of the board, including how they can support you, help you understand your startup's milestones and get to them faster, and hold you accountable. Details the process of choosing board members, including interviewing many people, checking references, and remembering that there should be no fear in rejecting a wrong fit Explores the importance of running great meetings, mixing social time with business time, and much more Recommends being a board member yourself at some other organization so you see the other side of the equation Engaging and informative, Startup Boards is a practical guide to one of the most important pieces of the startup puzzle.

Genre: Business & Economics

Number of Pages: 240

List Price: \$18.99

Language: English

ISBN: 9781118443668

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



Startup CEO

A Field Guide to Scaling Up Your Business (Techstars)

Matt Blumberg

John Wiley & Sons (August 4, 2020)



Summary:

You're only a startup CEO once. Do it well with Startup CEO, a "master class in building a business."—Dick Costolo, Former CEO, Twitter Being a startup CEO is a job like no other: it's difficult, risky, stressful, lonely, and often learned through trial and error. As a startup CEO seeing things for the first time, you're likely to make mistakes, fail, get things wrong, and feel like you don't have any control over outcomes. Author Matt Blumberg has been there, and in Startup CEO he shares his experience, mistakes, and lessons learned as he guided Return Path from a handful of employees and no revenues to over \$100 million in revenues and 500 employees. Startup CEO is not a memoir of Return Path's 20-year journey but a thoughtful CEO-focused book that provides first-time CEOs with advice, tools, and approaches for the situations that startup CEOs will face. You'll learn: How to tell your story to new hires, investors, and customers for greater alignment How to create a values-based culture for speed and engagement How to create business and personal operating systems so that you can balance your life and grow your company at the same time How to develop, lead, and leverage your board of directors for greater impact How to ensure that your company is bought, not sold, when you exit Startup CEO is the field guide every CEO needs throughout the growth of their company.

Genre: Business & Economics

Number of Pages: 480

Language: English

ISBN: 9781119723660

Reading Status: Finished

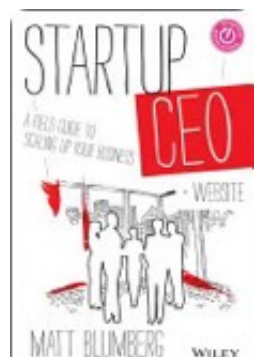
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Startup CEO, + Website

A Field Guide to Scaling Up Your Business

Matt Blumberg

John Wiley & Sons (September 3, 2013)



Summary:

A definitive book for any CEO—first time or otherwise—of a high-growth company While big company CEOs are usually groomed for the job for years, startup CEOs aren't—and they're often young and relatively inexperienced in business in general. Author Matt Blumberg, a technology and marketing entrepreneur, knows this all too well. Back in 1999, he started a company called Return Path, which later became the driving force behind the creation of his blog, OnlyOnce—because "you're only a first time CEO once." Now, more than a decade later, he's written Startup CEO. As the fifth book in the StartUp Revolution series, this reliable resource is based on Blumberg's experience as a startup CEO and covers a number of issues he's faced over the dozen years he's been a CEO. Offers valuable insights into how the CEO sets the overall vision and strategy of the company and communicates it to all stakeholders Discusses how to build a company's human capital by recruiting, hiring, and retaining the very best talent Examines how a CEO must align available resources with the company's strategy in order to ensure success Addresses what it takes to master the "How" of being a CEO—from leading an executive team to managing in any type of market Engaging and informative, this book is essential reading for any, and every, CEO.

Genre: Business & Economics

Number of Pages: 400

Language: English

ISBN: 9781118548363

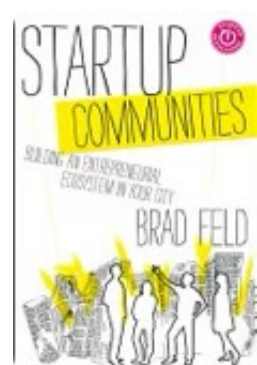
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **Startup Communities**
Building an Entrepreneurial Ecosystem in Your City

Brad Feld

John Wiley & Sons (October 9, 2012)



Summary:

An essential guide to building supportive entrepreneurial communities "Startup communities" are popping up everywhere, from cities like Boulder to Boston and even in countries such as Iceland. These types of entrepreneurial ecosystems are driving innovation and small business energy. Startup Communities documents the buzz, strategy, long-term perspective, and dynamics of building communities of entrepreneurs who can feed off of each other's talent, creativity, and support. Based on more than twenty years of Boulder-based entrepreneur turned-venture capitalist Brad Feld's experience in the field?as well as contributions from other innovative startup communities?this reliable resource skillfully explores what it takes to create an entrepreneurial community in any city, at any time. Along the way, it offers valuable insights into increasing the breadth and depth of the entrepreneurial ecosystem by multiplying connections among entrepreneurs and mentors, improving access to entrepreneurial education, and much more. Details the four critical principles needed to form a sustainable startup community Perfect for entrepreneurs and venture capitalists seeking fresh ideas and new opportunities Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than twenty years Engaging and informative, this practical guide not only shows you how startup communities work, but it also shows you how to make them work anywhere in the world.

Genre: Business & Economics

Number of Pages: 224

Language: English

ISBN: 9781118441541

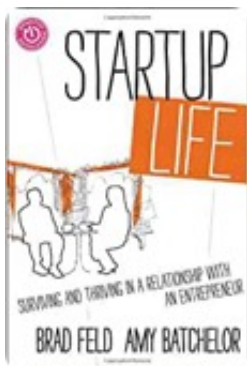
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Startup Life

Surviving and Thriving in a Relationship with an Entrepreneur

Brad Feld, Amy Batchelor

John Wiley & Sons (January 14, 2013)



Summary:

Real life insights on what it takes to make it in a relationship with an entrepreneur. Entrepreneurs are always on the go, looking for the next "startup" challenge. And while they lead very intensely rewarding lives, time is always short and relationships are often long-distant and stressed because of extended periods apart. Coping with these, and other obstacles, are critical if an entrepreneur and their partner intend on staying together—and staying happy. In *Startup Life*, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his own personal experiences with his wife Amy, offering a series of rich insights into successfully leading a balanced life as a human being who wants to play as hard as he works and who wants to be as fulfilled in life and in work. With this book, Feld distills his twenty years of experience in this field to address how the village of startup people can put aside their workaholic ways and lead rewarding lives in all respects. Includes real-life examples of entrepreneurial couples who have had successful relationships and what works for them. Provides practical advice for adapting to change and overcoming the inevitable ups and downs associated with the entrepreneurial lifestyle. Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than twenty years. While there's no "secret formula" to relationship success in the world of the entrepreneur, there are ways to making navigation of this territory easier. *Startup Life* is a well-rounded guide that has the insights and advice you need to succeed in both your personal and business life.

Genre: Business & Economics

Number of Pages: 224

List Price: \$16.99

Language: English

ISBN: 9781118443644

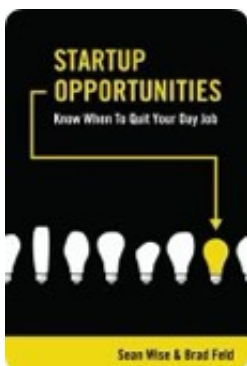
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Startup Opportunities

Know When to Quit Your Day Job

Sean Wise, Brad Feld

FG Press (March 5, 2015)



Summary:

This year more than five million entrepreneurs will launch a new venture. Many of them believe they have the Next Big Thing. But very few startups live to see five years, and even fewer make it to ten. Even fewer still go on to become a global success stories. This book is a practical guide to evaluating your business idea and a must-read for all aspiring entrepreneurs. You'll learn: -that if your new venture doesn't follow the 10x Rule, you should not quit your day job and why- how early customer development can transform a good idea into a great opportunity- which opportunities are worth selling everything for. Brad Feld and Dr. Sean Wise have been assessing startup opportunities for more than two decades. They have witnessed more than 30,000 pitches and participated in more than 500 startup launches. Now two of North America's leading minds in venture capital share how they determine which startups will succeed and which will fail. This book is indispensable for anybody who has ever thought about starting a business or fumbled their way through giving advice about starting a business.

Number of Pages: 213

Language: English

ISBN: 9781941018002

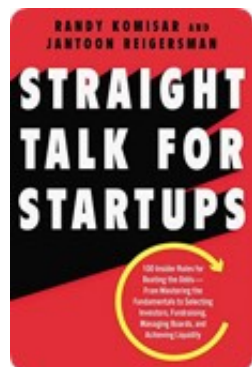
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Straight talk for startups : 100 insider rules for beating the odds- from mastering the fundamentals to selecting investors, fundraising, managing boards, and achieving liquidity

100 insider rules for beating the odds from mastering the fundamentals to selecting investors, fundraising, managing boards, and achieving liquidity

Randy Komisar

HarperBusiness, an imprint of HarperCollinsPublishers (2018)



Summary:

"Straight Talk for Startups memorializes age-old best practices and empowers both experienced and new investment professionals to beat the odds."—David Krane, CEO, Google Ventures "Straight Talk for Startups is filled with real, raw, and fact-based 'rules of the road' that you need to know when diving into our ultra-competitive startup world. A must read and a re-read!"—Tony Fadell, Coinventor of the iPod/iPhone & Founder of Nest Labs Veteran venture capitalist Randy Komisar and finance executive Jantoon Reigersman share no-nonsense, counterintuitive guidelines to help anyone build a successful startup. Over the course of their careers, Randy Komisar and Jantoon Reigersman continue to see startups crash and burn because they forget the timeless lessons of entrepreneurship. But, as Komisar and Reigersman show, you can beat the odds if you quickly learn what insiders know about what it takes to build a healthy foundation for a thriving venture. In Straight Talk for Startups they walk budding entrepreneurs through 100 essential rules—from pitching your idea to selecting investors to managing your board to deciding how and when to achieve liquidity. Culled from their own decades of experience, as well as the experiences of their many successful colleagues and friends, the rules are organized under broad topics, from "Mastering the Fundamentals" and "Selecting the Right Investors," to "The Ideal Fundraise," "Building and Managing Effective Boards," and "Achieving Liquidity." Vital rules you'll find in Straight Talk for Startups include: The best ideas originate from founders who are users Create two business plans: an execution plan and an aspirational plan Net income is an option, but cash flow is a fact Don't accept money from strangers Personal wealth doesn't equal good investing Small boards are better than big ones Add independent board members for expertise and objectivity Too many unanimous board decisions are a sign of trouble Choose an acquirer, don't wait to be chosen Learn the rules by heart so you know when to break them Filled with helpful real-life examples and specific, actionable advice, Straight Talk for Startups is the ideal handbook for anyone running, working for, or thinking about creating a startup, or just curious about what makes high-potential ventures tick.

Genre: Business and Finance

Number of Pages: 278

Language: English

ISBN: 9780062869067

Reading Status: Finished

Date Finished: January 4, 2021

Category: Professional

Date Added: January 4, 2021

Tags: Entrepreneurship



Superfans

The Easy Way to Stand Out, Grow Your Tribe, and Build a Successful Business

Pat Flynn

NEWTYPE Publishing (August 13, 2019)



Summary:

Customers, followers, subscribers. It's easy to just look at the numbers. How many likes? How many purchases? How many email subscribers? But as entrepreneurs, we have to remember that there are people behind all that data. People who are looking to us to be a leader, to give advice, and to care. In this dog-eat-dog world, these are the people who are looking for someone who they can trust, and who they know have their best interests in mind. These are the people, if you connect with them in the right way, who will become Superfans. Followers may "like" an Instagram post. Customers may buy a product. But "Superfans" will be your biggest supporters. They will promote you and your products because they know you have made a difference in their lives. They will tell their friends. They will send you encouraging emails. Whether you're a shy YouTuber just starting out, or the leader of a Fortune 500 company, your superfans are out there waiting for you to connect with them. You don't need to change the entire world to build a successful business; you just need to change someone's world. People don't become superfans the moment they find you. They become superfans because of the magical moments you create for them over time.

Number of Pages: 224

Language: English

ISBN: 9781949709469

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Marketing



Talking to Humans

Success Starts with Understanding Your Customers

Giff Constable, Frank Rimalovski

Giff Constable (2014)



Summary:

Talking to Humans is a practical guide to the qualitative side of customer development, an indispensable skill for vetting and improving any new startup or innovation. This book will teach you how to structure and run effective customer interviews, find candidates, and turn learnings into action.

Number of Pages: 87

Language: English

ISBN: 9780990800927

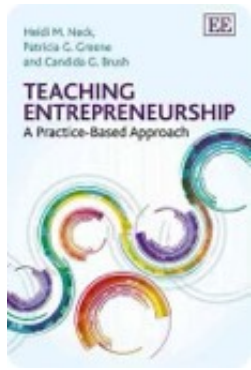
Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 10, 2021

Tags: BUSM4010 and Entrepreneurship



♥ Teaching Entrepreneurship A Practice-based Approach

Heidi M. Neck, Patricia G. Greene, Candida G. Brush

Edward Elgar (2014)



Summary:

This text moves entrepreneurship education from the traditional process view to a practice-based approach and advocates teaching entrepreneurship using a portfolio of practices, which includes play, empathy, creation, experimentation, and reflection. Together these practices help students develop the competency to think and act entrepreneurially in order to create, find, and exploit opportunities of all kinds in a continuously changing and uncertain world. Divided into two parts, the book is written for those educators who want their students to develop a bias for action and who are willing to explore new approaches in their own classrooms. A set of 44 exercises with detailed teaching notes is also included to help educators effectively teach the practices in their curriculum. Entrepreneurship educators will find a great deal of useful knowledge in this volume, which provides relevant, targeted exercises for immediate application in the classroom.

Genre: Business & Economics

Number of Pages: 341

Language: English

ISBN: 9781782540694

Reading Status: Finished

Date Finished: January 3, 2021

Category: Professional

Date Added: January 3, 2021

Tags: Entrepreneurship



♥ Technology Ventures From Idea to Enterprise

Thomas H. Byers, Richard C. Dorf, Andrew J. Nelson

McGraw-Hill Education (2018)



Summary:

For business, engineering, science, and professional students who demand a comprehensive guide to high-growth entrepreneurship, Technology Ventures is the leading resource for analyzing opportunities and building new enterprises. Drawing on the latest academic research and practitioner insights, Technology Ventures integrates clear theoretical frameworks with action-oriented examples and exercises. Its broad perspective on "technology," including clean tech, information technology, and the life sciences - ensures wide-ranging appeal to anyone with an interest in high-potential ventures. Entrepreneurship is playing a vital role in finding solutions to the huge challenges facing civilization, including health, communications, security, infrastructure, education, energy and the environment. Coverage on customer engagement, the customer development process, and the latest insights on business model design, have been expanded. Special attention has been paid to university technology commercialization, open source innovation, and opportunities in mobile, digital health, 3D printing, and energy tech. The organization of key topics such as: intellectual property, the new venture organizations, and marketing and sales, has been enhanced. Also available with this edition are additional web-based resources, including syllabi and presentations, additional cases and business plans, and hundreds of videos of entrepreneurs and leaders.

Genre: Business & Economics

Number of Pages: 562

Language: English

ISBN: 9781260085082

Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 10, 2021

Tags: Entrepreneurship



♥ **Testing Business Ideas**
A Field Guide for Rapid Experimentation

David J. Bland, Alexander Osterwalder

John Wiley & Sons (November 12, 2019)



Summary:

A practical guide to effective business model testing 7 out of 10 new products fail to deliver on expectations. Testing Business Ideas aims to reverse that statistic. In the tradition of Alex Osterwalder's global bestseller Business Model Generation, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas. Testing Business Ideas explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments. Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas Close the knowledge gap between strategy and experimentation/validation Identify and test your key business assumptions with the Business Model Canvas and Value Proposition Canvas A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. Testing Business Ideas shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.

Genre: Business & Economics

Number of Pages: 368

Language: English

ISBN: 9781119551447

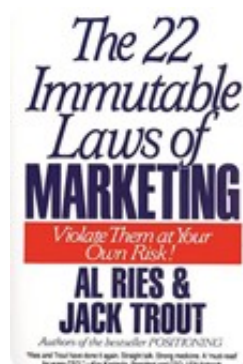
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **The Immutable Laws of Marketing**
Exposed and Explained by the World's Two

Al Ries

Harper Audio (1992)



ISBN: 9781559947602

Reading Status: Finished

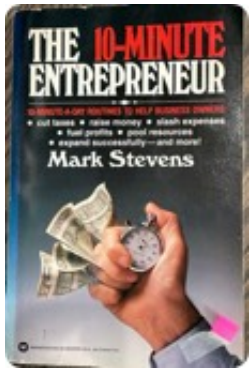
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ The 10-minute Entrepreneur

Mark Stevens

Warner Books (1985)



Summary:

Offers advice for business owners on reducing tax payments, negotiating loans, investing profitably, lowering operating expenses, and increasing profits

Genre: Business & Economics

Number of Pages: 250

Language: English

ISBN: 9780446380690

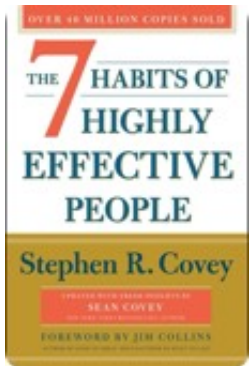
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The 7 Habits of Highly Effective People (30th Anniversary Edition)

30th Anniversary Edition

Covey, Stephen R.

Simon and Schuster (May 19, 2020)



Summary:

New York Times bestseller—over 40 million copies sold *The #1 Most Influential Business Book of the Twentieth Century* One of the most inspiring and impactful books ever written, *The 7 Habits of Highly Effective People* has captivated readers for nearly three decades. It has transformed the lives of presidents and CEOs, educators and parents—millions of people of all ages and occupations. Now, this 30th anniversary edition of the timeless classic commemorates the wisdom of the 7 habits with modern additions from Sean Covey. The 7 habits have become famous and are integrated into everyday thinking by millions and millions of people. Why? Because they work! With Sean Covey's added takeaways on how the habits can be used in our modern age, the wisdom of the 7 habits will be refreshed for a new generation of leaders. They include: Habit 1: Be Proactive Habit 2: Begin with the End in Mind Habit 3: Put First Things First Habit 4: Think Win/Win Habit 5: Seek First to Understand, Then to Be Understood Habit 6: Synergize Habit 7: Sharpen the Saw This beloved classic presents a principle-centered approach for solving both personal and professional problems. With penetrating insights and practical anecdotes, Stephen R. Covey reveals a step-by-step pathway for living with fairness, integrity, honesty, and human dignity—principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates.

Genre: Business & Economics

Number of Pages: 464

Language: English

ISBN: 9781982137274

Reading Status: Finished

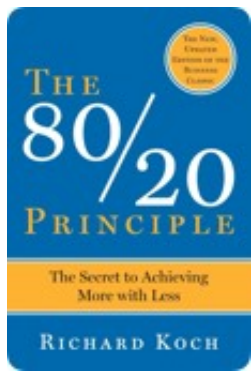
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ **The 80/20 Principle, Third Edition**
The Secret to Achieving More with Less

Richard Koch

Crown (November 9, 2011)



Summary:

Be more effective with less effort by learning how to identify and leverage the 80/20 principle: that 80 percent of all our results in business and in life stem from a mere 20 percent of our efforts. The 80/20 principle is one of the great secrets of highly effective people and organizations. Did you know, for example, that 20 percent of customers account for 80 percent of revenues? That 20 percent of our time accounts for 80 percent of the work we accomplish? The 80/20 Principle shows how we can achieve much more with much less effort, time, and resources, simply by identifying and focusing our efforts on the 20 percent that really counts. Although the 80/20 principle has long influenced today's business world, author Richard Koch reveals how the principle works and shows how we can use it in a systematic and practical way to vastly increase our effectiveness, and improve our careers and our companies. The unspoken corollary to the 80/20 principle is that little of what we spend our time on actually counts. But by concentrating on those things that do, we can unlock the enormous potential of the magic 20 percent, and transform our effectiveness in our jobs, our careers, our businesses, and our lives.

Genre: Business & Economics

Number of Pages: 288

List Price: USD9.99

Language: English

ISBN: 9780385528313

Reading Status: Finished

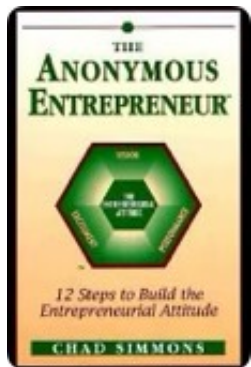
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ **The Anonymous Entrepreneur**
12 Steps to Build the Entrepreneurial Attitude

Chad Simmons

Corinth Press (1998)



Summary:

Are you an anonymous entrepreneur? Do you want a full-time, part-time, or home-based business? Does your business fail to live up to your expectations?, Do you have the right business vision but wrong career reality?. The Entrepreneur's 12 step program: Your business plan for personal growth. Learn the attitude of success before spending your savings on a new venture; Discover more freedom with the financial and creative fulfilment that can be yours through entrepreneur-ship. Chart your own course by finding out how you, like other successful entrepreneurs, can succeed in a business-perhaps more than one.

Genre: Business & Economics

Number of Pages: 178

Language: English

ISBN: 9780966192308

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020



♥ **The Art of M&A, Fifth Edition: A Merger, Acquisition, and Buyout Guide**
a Merger, Acquisition, and Buyout Guide

Alexandra Reed Lajoux

McGraw-Hill Education (August 5, 2019)



Summary:

Make every deal a major win! The M&A classic has been updated for today's business landscape. Since the last edition of this authoritative resource was published, the M&A world has gone from boom to bust and back again—and this new edition brings you completely up to date. With critical lessons learned from the financial crises and regulatory shocks of the past decade, *The Art of M&A, Fifth Edition* delivers the information and insight you need to make all the right decisions throughout the process. Learn the ins and outs of:

- Getting Started—basic process, requirements, and objectives
- Strategy—deciding what to buy and why
- Valuation and Modeling—measuring and projecting value pre- and post-merger
- Financing and Refinancing—sourcing capital
- Structuring—mitigating financial, tax, and legal risk
- Due Diligence—investigating a business's past, present, and future risks
- Documentation and Closing—pulling everything together to ensure a smooth transaction
- Integration—merging resources, processes, and responsibilities to maximize synergies
- Landmark Cases—legal cases you need to understand

The Art of M&A is an indispensable resource for anyone heavily engaged in the process—whether you're an executive tasked with growing your businesses, an investment banker structuring transactions, an attorney responsible for due diligence, or an accountant who advises buyers and sellers. Turn to this definitive resource to develop, steward, and close deals that benefit everyone involved.

Genre: Business & Economics

Number of Pages: 1,264

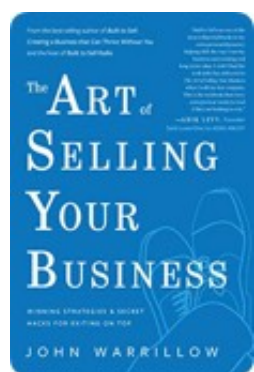
Language: English

ISBN: 9781260121780

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



♥ **The art of selling your business**
Winning strategies & secret hacks for exiting on top

John Warrillow

INC Original



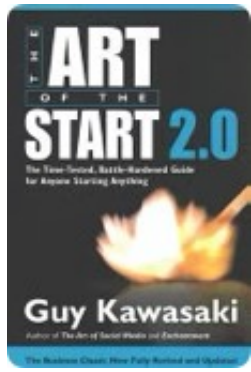
Number of Pages: 241

ISBN: 9781733478151

Reading Status: Unread

Category: Professional

Date Added: May 8, 2021



The Art of the Start

The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

Guy Kawasaki

Portfolio/Penguin (March 5, 2015)



Summary:

Fully revised and expanded for the first time in a decade, *The Art of the Start 2.0* is Guy Kawasaki's classic bestselling guide to launching and making your new product, service or idea a success. This new edition has been expanded to reflect the seismic changes in business over the last decade, in which once-invulnerable market leaders have struggled and many of the basics of getting established have become easier, cheaper and more democratic. Today, business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. Cloud computing makes basic infrastructure affordable for almost any new venture. *The Art of the Start 2.0* will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed- building a strong team, creating an awesome product or service, and facing down your competition. Whether you're an aspiring entrepreneur, own a business, or want to get more entrepreneurial within any organisation, this book will help you make your crazy ideas stick. It's an adventure that's more art than science - the art of the start. 'The Art of the Start 2.0 is the ultimate entrepreneurship handbook. Kawasaki's generous wisdom, tips, and humour reflect his successes and failures. We can all benefit from his insights' Arianna Huffington, president and editor in chief, Huffington Post 'A successful entrepreneur requires three things- a garage, an idea, and this book - Guy's irrepressible guide to the raw essentials of life in a young company' Michael Moritz, Sequoia Capital Guy Kawasaki is the chief evangelist of Canva (an online design service) and an executive fellow of the Haas School of Business at U.C. Berkeley. Previously, he was the chief evangelist of Apple and special adviser to the CEO of the Motorola business unit of Google. His many acclaimed books include *The Art of Social Media* and *Enchantment*.

Genre: Business & Economics

Number of Pages: 336

Language: English

ISBN: 9780241187265

Reading Status: Finished

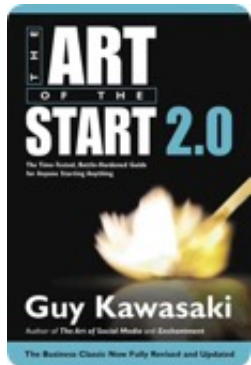
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



The Art of the Start 2.0

The Time-tested, Battle-hardened Guide for Anyone Starting Anything

Guy Kawasaki

Penguin (2015)



Summary:

Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success. Whether you're an aspiring entrepreneur, small-business owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed. The Art of the Start 2.0 solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything. It's 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics. Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. Business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. The cloud makes basic infrastructure affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. As Guy likes to say, "Entrepreneur is a state of mind, not a job title." His book will help you make your crazy ideas stick, through an adventure that's more art than science the art of the start.

Genre: Business & Economics

Number of Pages: 326

Language: English

ISBN: 9781591847847

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Back of the Napkin

Solving Problems and Selling Ideas with Pictures

Dan Roam

Portfolio (2008)



Summary:

"When Herb Kelleher was brainstorming about how to beat the traditional hub-and-spoke airlines, he grabbed a bar napkin and a pen. Three dots to represent Dallas, Houston, and San Antonio. Three arrows to show direct flights. Problem solved, and the picture made it easy to sell Southwest Airlines to investors and customers. Used properly, a simple drawing on a humble napkin is more powerful than Excel or PowerPoint. It can help crystallize ideas, think outside the box, and communicate in a way that people simply "get". In this book Dan Roam argues that everyone is born with a talent for visual thinking, even those who swear they can't draw. Drawing on twenty years of visual problem solving combined with the recent discoveries of vision science, this book shows anyone how to clarify a problem or sell an idea by visually breaking it down using a simple set of visual thinking tools - tools that take advantage of everyone's innate ability to look, see, imagine, and show. THE BACK OF THE NAPKIN proves that thinking with pictures can help anyone discover and develop new ideas, solve problems in unexpected ways, and dramatically improve their ability to share their insights. This book will help readers literally see the world in a new way."--Publisher's website.

Genre: Business & Economics

Number of Pages: 278

List Price: \$4.99

Language: English

ISBN: 9781591841999

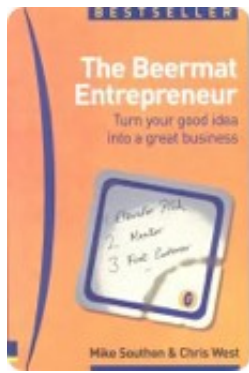
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **The Beermat Entrepreneur**
Turn Your Good Idea Into a Great Business

Mike Southon, Christopher West

Prentice Hall (2002)



Summary:

A down-to-earth, easy-to-read guide to converting a good idea into a large and profitable business, by somebody who's been there and done it.

Genre: Business & Economics

Number of Pages: 148

Language: English

ISBN: 9780273659297

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **The Challenger Sale**
Taking Control of the Customer Conversation

Matthew Dixon, Brent Adamson

Penguin (2011)



Summary:

What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships—and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one—the Challenger—delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

Genre: Business & Economics

Number of Pages: 221

List Price: \$4.99

Language: English

ISBN: 9781591844358

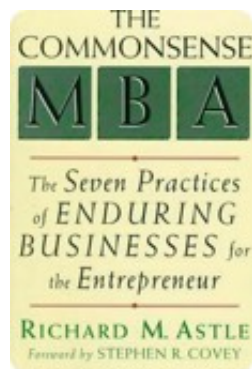
Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 10, 2021

Tags: Entrepreneurship and Sales



The commonsense MBA lessons and encouragement for the entrepreneur

Richard M. Astle

The Entrepreneurial Group (1994)



Genre: Entrepreneurship

Number of Pages: 248

ISBN: 9780963636652

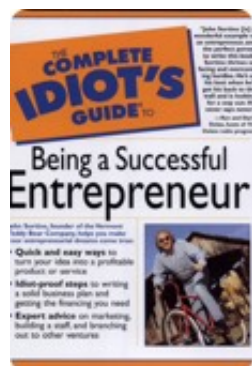
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Complete Idiot's Guide to Being a Successful Entrepreneur

John Sortino

Penguin (1999)



Summary:

You're no idiot, of course. You have business ideas you're certain could one day break you out of your 9 to 5 rut and make millions. But when it comes to kicking your enterprises into warp speed, you feel like you're stuck at launching pad. Don't quit your night job yet! Entrepreneur par excellence John Sortino is here to show you how you too can make your fantasy a reality. His one-of-a-kind book *The Complete Idiot's Guide to Being a Successful Entrepreneur* tells you what you need to know to get started on your path to success. In this *Complete Idiot's Guide*, Mr. Sortino gives you:

Genre: Business & Economics

Number of Pages: 386

Language: English

ISBN: 9780028633848

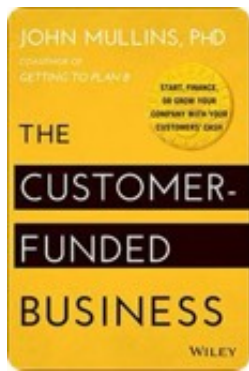
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Customer-Funded Business

Start, Finance, or Grow Your Company with Your Customers' Cash

John Mullins

John Wiley & Sons (July 21, 2014)



Summary:

Who needs investors? More than two generations ago, the venture capital community – VCs, business angels, incubators and others – convinced the entrepreneurial world that writing business plans and raising venture capital constituted the twin centerpieces of entrepreneurial endeavor. They did so for good reasons: the sometimes astonishing returns they've delivered to their investors and the astonishingly large companies that their ecosystem has created. But the vast majority of fast-growing companies never take any venture capital. So where does the money come from to start and grow their companies? From a much more agreeable and hospitable source, their customers. That's exactly what Michael Dell, Bill Gates and Banana Republic's Mel and Patricia Ziegler did to get their companies up and running and turn them into iconic brands. In *The Customer Funded Business*, best-selling author John Mullins uncovers five novel approaches that scrappy and innovative 21st century entrepreneurs working in companies large and small have ingeniously adapted from their predecessors like Dell, Gates, and the Zieglers: Matchmaker models (Airbnb) Pay-in-advance models (Threadless) Subscription models (TutorVista) Scarcity models (Vente Privee) Service-to-product models (GoViral) Through the captivating stories of these and other inspiring companies from around the world, Mullins brings to life the five models and identifies the questions that angel or other investors will – and should! – ask of entrepreneurs or corporate innovators seeking to apply them. Drawing on in-depth interviews with entrepreneurs and investors who have actually put these models to use, Mullins goes on to address the key implementation issues that characterize each of the models: when to apply them, how best to apply them, and the pitfalls to watch out for. Whether you're an aspiring entrepreneur lacking the start-up capital you need, an early-stage entrepreneur trying to get your cash-starved venture into take-off mode, an intrapreneur seeking funding within an established company, or an angel investor or mentor who supports high-potential ventures, this book offers the most sure-footed path to starting, financing, or growing your venture. John Mullins is the author of *The New Business Road Test* and, with Randy Komisar, the widely acclaimed *Getting to Plan B*.

Genre: Business & Economics

Number of Pages: 304

List Price: \$18.99

Language: English

ISBN: 9781118878859

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Definitive Business Plan

The Fast-track to Intelligent Business Planning for Executives and Entrepreneurs

Richard Stutely

FT Press (2002)



Summary:

Accessible to both the entrepreneur and the experienced executive, this second edition of *The Definitive Business Plan* is the fast track to intelligent business planning. This international bestseller is THE ultimate guide to business planning. Whether your goal is to launch a new business or secure corporate support for a new venture, it will help you build a plan capable of driving and directing a robust business.

Genre: Business & Economics

Number of Pages: 312

Language: English

ISBN: 9780273659211

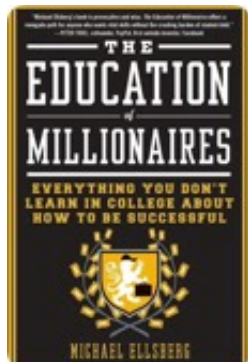
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Education of Millionaires

Everything You Won't Learn in College About How to Be Successful

Michael Ellsberg

Penguin (2012)



Summary:

Some of the smartest, most successful people in the country didn't finish college. None of them learned their most critical skills at an institution of higher education. And like them, most of what you'll need to learn to be successful you'll have to learn on your own, outside of school. Michael Ellsberg set out to fill in the missing pieces by interviewing a wide range of millionaires and billionaires who don't have college degrees, including fashion magnate Russell Simmons and Facebook founding president Sean Parker. This book is your guide to developing practical success skills in the real world: how to find great mentors, build a world-class network, make your work meaningful (and your meaning work), build the brand of you, and more. Learning these skills is a necessary addition to any education, whether you're a high school dropout or graduate of Harvard Law School.

Genre: Business & Economics

Number of Pages: 274

List Price: \$10.99

Language: English

ISBN: 9781591845614

Reading Status: Finished

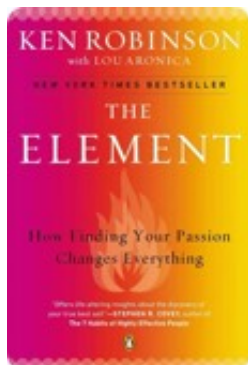
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



The Element

How Finding Your Passion Changes Everything

Ken Robinson Ph.D.

Penguin (2009)



Summary:

A New York Times-bestselling breakthrough book about talent, passion, and achievement from the one of the world's leading thinkers on creativity and self-fulfillment. The Element is the point at which natural talent meets personal passion. When people arrive at the Element, they feel most themselves and most inspired and achieve at their highest levels. With a wry sense of humor, Ken Robinson looks at the conditions that enable us to find ourselves in the Element and those that stifle that possibility. Drawing on the stories of a wide range of people, including Paul McCartney, Matt Groening, Richard Branson, Arianna Huffington, and Bart Conner, he shows that age and occupation are no barrier and that this is the essential strategy for transforming education, business, and communities in the twenty-first century. Also available from Ken Robinson is Finding Your Element, the practical guide to achieving your highest potential.

Genre: Self-Help

Number of Pages: 274

List Price: \$13.99

Language: English

ISBN: 9780143116738

Reading Status: Finished

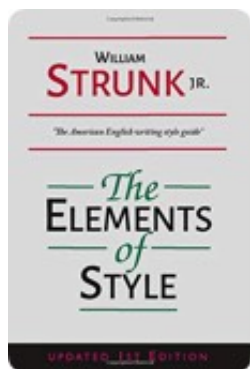
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



♥ The Elements of Style

William Strunk

Auroch Press (2020)



Number of Pages: 68

Language: English

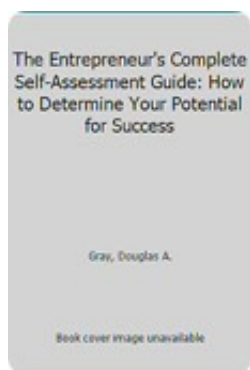
ISBN: 9781989862001

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Writing



♥ The Entrepreneur's Complete Self-assessment Guide How to Accurately Determine Your Potential for Success

Douglas A. Gray

International Self-Counsel Press (1990)



Genre: Entrepreneurship

Number of Pages: 183

Language: English

ISBN: 9780889088788

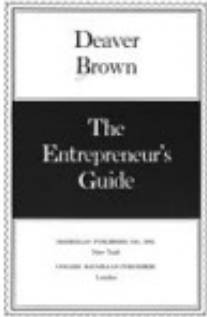
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The Entrepreneur's Guide

Deaver Brown

Macmillan (1980)



Genre: business

Number of Pages: 173

Language: English

ISBN: 9780025173606

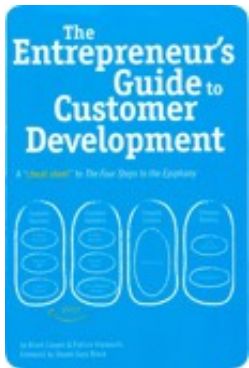
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The entrepreneur's guide to customer development a "cheat sheet" to The four steps to the epiphany

Brant Cooper

B. Cooper and P. Vlaskovitz (2010)



Genre: Relationship marketing

Number of Pages: 103

Language: English

ISBN: 9780982743607

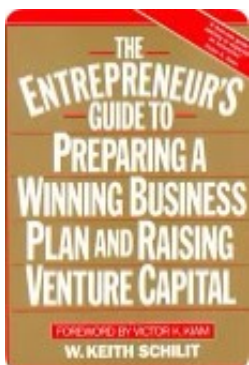
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The Entrepreneur's Guide to Preparing a Winning Business Plan and Raising Venture Capital

W. Keith Schilit

Prentice Hall (1990)



Summary:

The difference between a successful enterprise and one that never gets off the ground is often the business plan presented to investors. This time- and money-saving guide can give readers the edge over the competition. "A first-rate guide for starting or maintaining an enterprise".--From the Foreword by Victor Kiam.

Genre: Business & Economics

Number of Pages: 287

Language: English

ISBN: 9780132823029

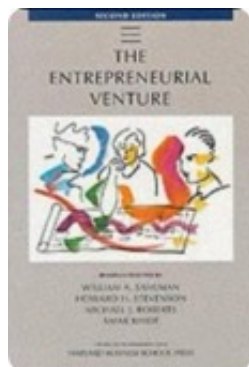
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The Entrepreneurial Venture Readings

William Andrews Sahlman, Howard H. Stevenson

Harvard Business School Publications (1992)



Genre: New business enterprises

Number of Pages: 430

Language: English

ISBN: 9780875843124

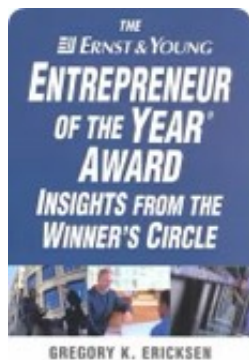
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The Ernst & Young Entrepreneur of the Year Award Insights from the Winner's Circle

Gregory K. Ericksen

Dearborn Trade Pub. (2002)



Summary:

Drawing on the insights of the renowned entrepreneurs who serve as judges for the Entrepreneur Of The Year(r) Award, Gregory K. Ericksen provides an insider's look at how and why enterprises succeed across the full range of business opportunities, including technology and communications, e-business, manufacturing, and many other categories. Ericksen outlines the make-or-break criteria developed over 15 years in Ernst & Young's Entrepreneur Of The Year(r) program to reveal the sound business principles that spell success in any economy. Analyzing the drivers of business success will enable any entrepreneur to examine how his or her own company stacks up. Moreover, the keys will help determine whether they-or their business-have what it takes to succeed in today's turbulent marketplace.

Genre: Business & Economics

Number of Pages: 208

Language: English

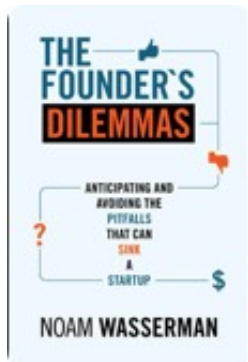
ISBN: 9780793148899

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020



The Founder's Dilemmas

Anticipating and Avoiding the Pitfalls That Can Sink a Startup

Noam Wasserman

Princeton University Press (April 1, 2013)



Summary:

Often downplayed in the excitement of starting up a new business venture is one of the most important decisions entrepreneurs will face: should they go it alone, or bring in cofounders, hires, and investors to help build the business? More than just financial rewards are at stake. Friendships and relationships can suffer. Bad decisions at the inception of a promising venture lay the foundations for its eventual ruin. The Founder's Dilemmas is the first book to examine the early decisions by entrepreneurs that can make or break a startup and its team. Drawing on a decade of research, Noam Wasserman reveals the common pitfalls founders face and how to avoid them. He looks at whether it is a good idea to cofound with friends or relatives, how and when to split the equity within the founding team, and how to recognize when a successful founder-CEO should exit or be fired. Wasserman explains how to anticipate, avoid, or recover from disastrous mistakes that can splinter a founding team, strip founders of control, and leave founders without a financial payoff for their hard work and innovative ideas. He highlights the need at each step to strike a careful balance between controlling the startup and attracting the best resources to grow it, and demonstrates why the easy short-term choice is often the most perilous in the long term. The Founder's Dilemmas draws on the inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, while mining quantitative data on almost ten thousand founders. People problems are the leading cause of failure in startups. This book offers solutions.

Genre: Business & Economics

Number of Pages: 496

List Price: \$13.99

Language: English

ISBN: 9780691158303

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Four Steps to the Epiphany

Successful Strategies for Products That Win

Steve Blank

K & S Ranch (2013)



Summary:

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany. Essential reading for anyone starting something new.

Genre: Business & Economics

Number of Pages: 370

Language: English

ISBN: 9780989200509

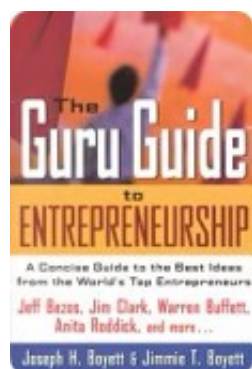
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Guru Guide to Entrepreneurship

A Concise Guide to the Best Ideas from the World's Top Entrepreneurs

Joseph H. Boyett, Jimmie T. Boyett

Wiley (2001)



Summary:

What qualities does it take to be a successful entrepreneur? Are some business ideas better than others, and how can I pick the one that's right for me? How do I obtain financing to start a business? How do I write a successful business plan? What is the secret to finding and keeping customers? How do I find, hire, motivate, and retain great employees? For answers to these and other critical questions on the minds of every entrepreneur and aspiring business owner today, there is no better source than those who have been there and done it. Few entrepreneurs have achieved the level of business success realized by the gurus covered here. Now you can find out what they have to say about the most practical aspects of starting and succeeding in the business of your dreams. The Guru Guide(TM) to Entrepreneurship is an indispensable source of inspiration and ideas for anyone who runs, or dreams of running, a business of their own. Some of the Gurus you'll meet: Paul Allen, cofounder, Microsoft Corporation J. Walter Anderson, cofounder, White Castle Mary Kay Ash, founder, Mary Kay Cosmetics Jeff Bezos, founder, Amazon.com Richard Branson, founder, the Virgin Group Charles Brewer, founder, Mindspring.com Warren Buffett, owner, Berkshire Hathaway Ben Cohen, cofounder, Ben & Jerry's Ice Cream Michael Dell, founder, Dell Computers Debbi Fields, founder, Mrs. Fields Cookies, Inc. Bill Gates, cofounder, Microsoft Corporation Earl Graves, founder, Black Enterprise Steve Jobs, cofounder, Apple Computer, Inc. Herb Kelleher, founder, Southwest Airlines Phil Knight, cofounder, Nike Corporation Ray Kroc, founder, McDonald's Corporation Edwin Land, founder, Polaroid Corporation Charles Lazarus, founder, Toys "R" Us Bill Lear, founder, Lear Jet Corporation Tom Monaghan, founder, Domino's Pizza Akio Morita, cofounder, Sony Corporation Fred Smith, founder, Federal Express Thomas Stemberg, cofounder, Staples, Inc. Dave Thomas, founder, Wendy's International, Inc. Jay Van Andel, cofounder, Amway Corporation Sam Walton, founder, Wal-Mart Stores, Inc.

Genre: Business & Economics

Number of Pages: 370

Language: English

ISBN: 9780471390848

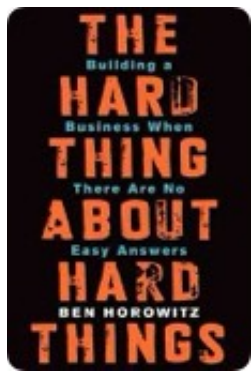
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Hard Thing About Hard Things Building a Business When There Are No Easy Answers

Ben Horowitz

HarperCollins (March 4, 2014)



Summary:

Ben Horowitz, cofounder of Andreessen Horowitz and one of Silicon Valley's most respected and experienced entrepreneurs, offers essential advice on building and running a startup—practical wisdom for managing the toughest problems business school doesn't cover, based on his popular ben's blog. While many people talk about how great it is to start a business, very few are honest about how difficult it is to run one. Ben Horowitz analyzes the problems that confront leaders every day, sharing the insights he's gained developing, managing, selling, buying, investing in, and supervising technology companies. A lifelong rap fanatic, he amplifies business lessons with lyrics from his favorite songs, telling it straight about everything from firing friends to poaching competitors, cultivating and sustaining a CEO mentality to knowing the right time to cash in. Filled with his trademark humor and straight talk, *The Hard Thing About Hard Things* is invaluable for veteran entrepreneurs as well as those aspiring to their own new ventures, drawing from Horowitz's personal and often humbling experiences.

Genre: Business & Economics

Number of Pages: 304

List Price: \$9.99

Language: English

ISBN: 9780062273208

Reading Status: Finished

Date Finished: January 3, 2021

Category: Professional

Date Added: January 3, 2021

Tags: Entrepreneurship



The High-tech Entrepreneur's Handbook How to Start and Run a High-tech Company

Jack Lang

Pearson Education (2002)



Summary:

Turn your high-tech idea into a high-profit business. *The High-Tech Entrepreneur's Handbook* is a practical, hands-on guide designed specifically for people with a business idea, but little managerial experience. It takes you step-by-step through the key stages of setting up and running a high-tech enterprise, whether that's starting your own company or taking control of a project or department within a larger company. Based on a highly successful Cambridge University business studies course, from a Department that has generated at least one self-made millionaire a year, the book is a straight-talking, jargon-free guide that delivers the core background information necessary to create and run a successful enterprise. Technology, regardless of how good it is, forms only a small part of bringing a project to a successful and profitable conclusion. This is the book that explains the rest of the equation. Key areas discussed include: - getting started - developing and protecting your idea - writing the business plan - money and legal issues - managing projects, people and products - marketing and selling - growth and exit.

Genre: Business & Economics

Number of Pages: 406

Language: English

ISBN: 9780273656159

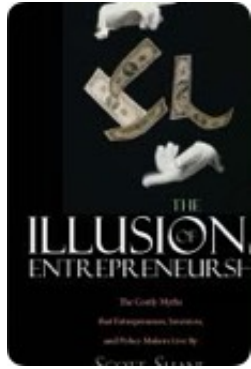
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Illusions of Entrepreneurship

The Costly Myths that Entrepreneurs, Investors, and Policy Makers Live by

Scott Andrew Shane

Yale University Press (2008)



Summary:

There are far more entrepreneurs than most people realize. But the failure rate of new businesses is disappointingly high, and the economic impact of most of them disappointingly low, suggesting that enthusiastic would-be entrepreneurs and their investors all too often operate under a false set of assumptions. This book shows that the reality of entrepreneurship is decidedly different from the myths that have come to surround it. Scott Shane, a leading expert in entrepreneurial activity in the United States and other countries, draws on the data from extensive research to provide accurate, useful information about who becomes an entrepreneur and why, how businesses are started, which factors lead to success, and which predict a likely failure. The Illusions of Entrepreneurship is an essential resource for everyone who has dreamed of starting a new business, for investors in start-ups, for policy makers attempting to facilitate the formation and survival of new businesses, and for researchers interested in the economic impact of entrepreneurial activity. Scott Shane offers research-based answers to these questions and many others: 📌 Why do people start businesses? 📌 What industries are popular for start-ups? 📌 How many jobs do new businesses create? 📌 How do entrepreneurs finance their start-ups? 📌 What makes some locations and some countries more entrepreneurial than others? 📌 What are the characteristics of the typical entrepreneur? 📌 How well does the typical start-up perform? 📌 What strategies contribute to the survival and profitability of new businesses over time?

Genre: Business & Economics

Number of Pages: 208

Language: English

ISBN: 9780300113310

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Innovator's DNA

Mastering the Five Skills of Disruptive Innovators

Jeff Dyer, Hal Gregersen, Clayton M. Christensen

Harvard Business Press (July 12, 2011)



Summary:

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In *The Innovator's DNA*, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (*The Innovator's Dilemma*, *The Innovator's Solution*, *How Will You Measure Your Life?*) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, *The Innovator's DNA* is an essential resource for individuals and teams who want to strengthen their innovative prowess.

Genre: Business & Economics

Number of Pages: 272

List Price: USD31.99

Language: English

ISBN: 9781422142714

Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 10, 2021

Tags: Entrepreneurship



The Lean Entrepreneur

How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets

Brant Cooper

John Wiley & Sons (February 26, 2013)



Summary:

"Advice for entrepreneurs looking to build a business people actually want to invest in. Designed to reduce waste by testing the market for a product early and often, the concept of the lean startup has been embraced around the world, and successful entrepreneurs and authors Brant Cooper and Patrick Vlaskovits join the conversation with their own personal experiences. The *Lean Entrepreneur* is designed to make lean startup and customer development principles immediately actionable no matter what the industry, size, or stage. This must-read book presents a lexicon of concepts and a universally applicable road map to success, as well as illustrative examples of innovative approaches to industry-specific disruption ranging from technology startups to consumer packaged goods to music to investment and finance. Providing a step-by-step approach to best practices, and giving readers a business model analysis guide, the book is rich in cases studies, illustrative graphics, worksheets, and exercises for a truly immersive guide to starting or improving a company. Invaluable reading for all readers in all businesses, the book teaches entrepreneurs how to approach risk head-on and test market ideas immediately, foster stronger customer relations, test different business model risks, and create a customer funnel based on buyers' process in order to eliminate unnecessary time and effort. A lean entrepreneur has already bought into lean startup, customer development, design thinking, and other iterative, customer-centric methods of product development. The lean entrepreneur wants to know how to apply these to their business. In other words: how to get started tomorrow. This book shows the way. Expands on the core ideas of the "Lean Startup" concept, adding the use of powerful, low-cost analytics to the mix. Explains how earlier, more frequent market research can save a business time and money. Incorporates cases studies, graphics, worksheets, and exercises to help readers better understand the key concepts expounded in the text. Packed with information that can help business at all levels of development--from initial ideas to established companies looking to innovate--*The Lean Entrepreneur* is the field guide for creating innovative businesses"--

Genre: Business & Economics

Number of Pages: 256

Language: English

ISBN: 9781118295342

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



The Lean Product Playbook

How to Innovate with Minimum Viable Products and Rapid Customer Feedback

Dan Olsen

John Wiley & Sons (June 2, 2015)



Summary:

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

Genre: Business & Economics

Number of Pages: 336

Language: English

ISBN: 9781118960875

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Lean Startup

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

Eric Ries

Crown Business (2011)



Summary:

Most startups fail. But many of those failures are preventable. The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched. Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty. This is just as true for one person in a garage or a group of seasoned professionals in a Fortune 500 boardroom. What they have in common is a mission to penetrate that fog of uncertainty to discover a successful path to a sustainable business. The Lean Startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on "validated learning," rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute. Rather than wasting time creating elaborate business plans, The Lean Startup offers entrepreneurs - in companies of all sizes - a way to test their vision continuously, to adapt and adjust before it's too late. Ries provides a scientific approach to creating and managing successful startups in a age when companies need to innovate more than ever.

Genre: Business & Economics

Number of Pages: 320

List Price: \$14.99

Language: English

ISBN: 9780307887894

Reading Status: Finished

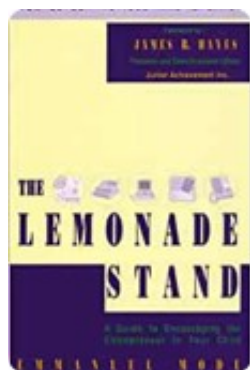
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



The lemonade stand

a guide to encouraging the entrepreneur in your child

Emmanuel Modu

Bob Adams (1991)



Genre: Child rearing

Number of Pages: 334

ISBN: 9781558500587

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Magic of Thinking Big

David J Schwartz

Simon and Schuster (April 2, 1987)



Summary:

Millions of readers have acquired the secrets of success through The Magic of Thinking Big. Achieve everything you always wanted: financial security, power and influence, the ideal job, satisfying relationships, and a rewarding, happy life. Set your goals high...then exceed them! Millions of people throughout the world have improved their lives using The Magic of Thinking Big. Dr. David J. Schwartz, long regarded as one of the foremost experts on motivation, will help you sell better, manage better, earn more money, and—most important of all—find greater happiness and peace of mind. The Magic of Thinking Big gives you useful methods, not empty promises. Dr. Schwartz presents a carefully designed program for getting the most out of your job, your marriage and family life, and your community. He proves that you don't need to be an intellectual or have innate talent to attain great success and satisfaction—but you do need to learn and understand the habit of thinking and behaving in ways that will get you there. This book gives you those secrets! Believe you can succeed and you will: -Cure yourself of the fear of failure -Think and dream creatively -You are what you think you are -Make your attitudes your allies -Learn how to think positively -Turn defeat into victory -Use goals to help you grow -Think like a leader

Genre: Business & Economics

Number of Pages: 192

Language: English

ISBN: 9780671646783

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle

♥ **The Making of an Entrepreneur
Keys to Your Success**

d

George C. Ballas, David Hollas

Prentice-Hall (1980)



Genre: business

Number of Pages: 245

Language: English

ISBN: 9780135467701

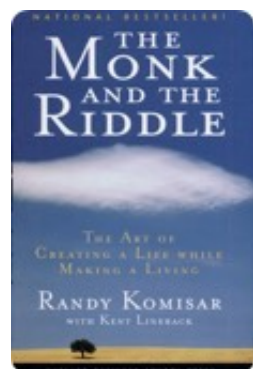
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ **The Monk and the Riddle
The Art of Creating a Life While Making a Living**

Randy Komisar, Kent L. Lineback

Harvard Business Press (2001)



Summary:

What would you be willing to do for the rest of your life...? It's a question most of us consider only hypothetically-opting instead to "do what we have to do" to earn a living. But in the critically acclaimed bestseller "The Monk and the Riddle", entrepreneurial sage Randy Komisar asks us to answer it for real. The book's timeless advice - to make work pay not just in cash, but in experience, satisfaction, and joy - will be embraced by anyone who wants success to come not just from what they do, but from who they are. At once a fictional tale of Komisar's encounters with a would-be entrepreneur and a personal account of how Komisar found meaning not in work's rewards but in work itself, the book illustrates what's wrong with the mainstream thinking that we should sacrifice our lives to make a living. Described by Fortune.com as "part personal essay, part fictional narrative and part meditation on the nature of work and life," "The Monk and the Riddle" is essential reading on the art of creating a life while making a living. 'Belongs in a category by itself...The best thing I've read all year' - "San Francisco Examiner". 'A timely book' - "USA Today". 'A self-help manual and business fable rolled into one' - "The Times, London".

Genre: Business & Economics

Number of Pages: 181

Language: English

ISBN: 9781578516445

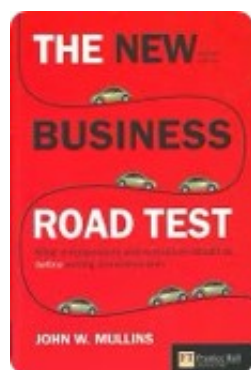
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The New Business Road Test

What Entrepreneurs and Executives Should Do Before Writing a Business Plan

John Walker Mullins

Prentice Hall/Financial Times (2006)



Summary:

Give your business the chance to be one of those that make it.";Mullins has hit the nail on the head. The New Business Road Test for the first time successfully defines the starting point for a business. He delivers a clear and concise road map for anyone wondering whether they have a good business idea and what to do about it. I wish it had been given to every entrepreneur who appeared before me on Dragon's Den.";Doug Richard, Dragon on Dragon's Den ";Mullins' New Business Road Test provides the entrepreneurial equivalent to the proverbial 'sleeping policeman' on the Sunday drive: the necessary jolt of reality for those hanging on to the belief that value is created on a computer spreadsheet or a fancy PowerPoint presentation. The business plan is the road map between idea and sustainable business, and John offers the most valuable journey planner available.";Benoit Leleux, Professor of Entrepreneurship & Finance, IMD, Lausanne, Switzerland ";We work with hundreds of CEOs reviewing their investor pitches. The truth is that all businesses, even those already funded, can improve their business models and their road show presentation to investors or strategic partners. Good entrepreneurs understand that their emerging business remains 'work in progress'. Even on the road, they work the map. We recommend that all new entrepreneurs look at John's excellent new business road maps before hitting the ground.";William Stevens, E-Unlimited Got an idea for a new business? Take it for a road test to make sure it works before you invest valuable time and money in it. Most new businesses fail. Why? Because no matter how talented you are, no matter how much capital you have, no matter how good your business plan is, if you're pursuing a 'lousy business' -- a fundamentally flawed opportunity -- you're on the fast-track to failure. The new edition of this best-selling book will help you to road test your idea, making sure that the business you build is based on a winning concept. It will enable you to invest your time and money wisely and pitch to investors and customers with confidence. No budding entrepreneur should leave the day job or face an investor without having read this book.

Genre: Business & Economics

Number of Pages: 305

Language: English

ISBN: 9780273708056

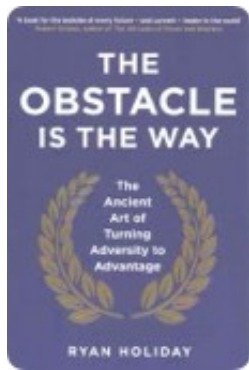
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Obstacle Is the Way

The Timeless Art of Turning Trials into Triumph

Ryan Holiday

Profile Books (May 7, 2015)



Summary:

We give up too easily. With a simple change of attitude, what seem like insurmountable obstacles become once-in-a-lifetime opportunities. Ryan Holiday, who dropped out of college at nineteen to serve as an apprentice to bestselling 'modern Machiavelli' Robert Greene and is now a media consultant for billion-dollar brands, draws on the philosophy of the Stoics to guide you in every situation, showing that what blocks our path actually opens one that is new and better. If the competition threatens you, it's time to be fearless, to display your courage. An impossible deadline becomes a chance to show how dedicated you are.

Genre: Business & Economics

Number of Pages: 201

Language: English

ISBN: 9781781251492

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle

The Secret to Creating and Sustaining
a Successful Business

**The
One
Minute
Entrepreneur**

Ken Blanchard
Don Hutson
and
Ethan Willis



The One Minute Entrepreneur

The Secret to Creating and Sustaining a Successful Business

Kenneth H. Blanchard, Don Hutson, Ethan Willis

Currency Doubleday (2008)



Summary:

Mega-bestselling author Ken Blanchard and celebrated business leaders Don Hutson and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur. In THE ONE MINUTE ENTREPRENEUR, Ken Blanchard (coauthor of the #1 bestselling business classic The One Minute Manager), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man's challenges in creating his own business. Through a powerful and engaging narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In addition, the book offers invaluable advice, delivered through One Minute Insights, from such entrepreneurs and thinkers as Sheldon Bowles, Peter Drucker, Michael Gerber, and Charlie "Tremendous" Jones. Today, in the midst of the largest entrepreneurial surge in U.S. history, four out of five small businesses continue to fail. THE ONE MINUTE ENTREPRENEUR offers businesspeople and would-be entrepreneurs a treasure trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.

Genre: Business & Economics

Number of Pages: 139

List Price: \$4.99

Language: English

ISBN: 9780385526029

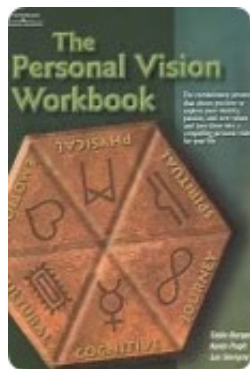
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The Personal Vision Workbook

Tobin Burgess, Kevin Pugh, Leo Sevigny

Cengage Learning (July 24, 2006)



Summary:

The Personal Vision Workbook is a practical, activity-based text designed to help readers discover a powerful personal vision that will navigate them through difficult stages of their lives. This step-by-step guide will help the reader find harmony and align priorities in order to succeed in their life and school. It will help the reader to delve into the five primary elements of identity- mind, body, spirit, heart, and relationships- to reveal a powerful personal vision. This vision will enable the user to navigate through life's greatest challenges with a clear sense of purpose. Readers learn to align their lives around their core values and establish tangible goals directed toward a clear vision for the future. With over 25 fun and insightful activities to guide them through self-discovery, establishing core values, setting personal goals, and creating their vision, individuals are asked to think critically, ask the most challenging questions, reach out to friends and family, and craft their own story. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Genre: Education

Number of Pages: 208

Language: English

ISBN: 9781401899394

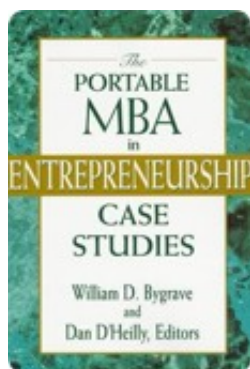
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The Portable MBA in Entrepreneurship

William D. Bygrave

Wiley (February 3, 1994)



Summary:

Sixty-million years ago dinosaurs were driven to extinction by global climatic changes, making way, in the process, for the small, more adaptable, warm-blooded mammals. Similarly, in the new economic climate of the 1980s and '90s, small business owners and entrepreneurs are quickly becoming the dominant business species. While the floundering corporate giants continue to lay off workers at a rate of 400,000 annually, small businesses create millions of new jobs each year - a trend, most experts agree, that will continue well into the 21st century. In *The Portable MBA in Entrepreneurship*, you'll find out how top business schools are preparing students to meet the challenges of the entrepreneurial-driven business climate of the 1990s and beyond. William Bygrave, a successful entrepreneur and Director of the Center for Entrepreneurial Studies at Babson College, has brought together an all-star team of thinkers and doers to offer both established and aspiring entrepreneurs this comprehensive, highly practical guide. They include professors, consultants, and entrepreneurs - most of them successful business people, in addition to being first-class academics. Over the course of fourteen chapters, these experts cover all the angles, including how to tell if you've got the "right stuff" to be a success; start-up strategies; spotting market opportunities, marketing, and advertising; getting financing and managing debt; preparing business plans; managing a growing business and strategies for growth; legal and tax issues every small business person and entrepreneur should know; protecting intellectual property; and much more. Amazingly, while *The Portable MBA in Entrepreneurship* brings you the collective wisdom of some of the top guns in the academic and business worlds, it requires no background or academic prerequisites. Featuring solid, substantive information written in an interesting and engaging style, this book is your golden opportunity to get a state-of-the-art education in entrepreneurship in your spare time and at a tiny fraction of the cost of an MBA program.

Genre: Business & Economics

Number of Pages: 468

Language: English

ISBN: 9780471577805

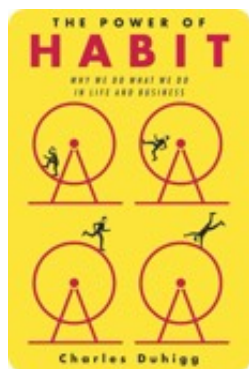
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Power of Habit

Why We Do What We Do in Life and Business

Charles Duhigg

Random House (2012)



Number of Pages: 371

ISBN: 9781620905494

Reading Status: Finished

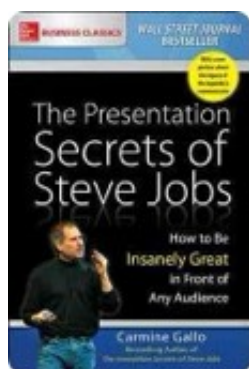
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



The Presentation Secrets of Steve Jobs

How to Be Insanely Great in Front of Any Audience

Carmine Gallo

McGraw-Hill Education (August 15, 2016)



Summary:

Now in paperback—the Wall Street Journal bestseller that reveals the secrets behind Steve Job’s legendary presentations, with a new introduction about his legacy. Celebrating the inspiring life and vision of Apple’s game-changing CEO, *The Presentation Secrets of Steve Jobs* has become the essential go-to guide for top-level executives, middle managers, organizational speakers, startup entrepreneurs, and pretty much anyone who needs to engage, persuade, and captivate an audience. This is as close as you’ll ever get to having the master presenter himself speak directly in your ear. Communications expert Carmine Gallo has studied and analyzed the very best of Jobs’s performances, offering point-by-point examples, tried-and-true techniques, and proven presentation secrets that anyone can master. You’ll learn how to take charge of a room, create an inspiring brand story, deliver unforgettable moments—and do it powerfully, effortlessly, and effectively.

Genre: Business & Economics

Number of Pages: 272

Language: English

ISBN: 9781259835889

Reading Status: Finished

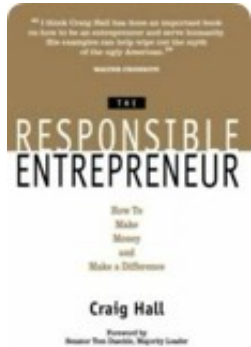
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



The Responsible Entrepreneur

How to Make Money and Make a Difference

Craig Hall

Career Press (2001)



Summary:

Using inspiring stories about his own experience and fascinating accounts of entrepreneurs throughout the world, Craig Hall explodes the myths of entrepreneurship -- myths like: an entrepreneur's only concern is making money; or nice guys finish last; or the greater the risk, the greater the reward; or that entrepreneurship is the way to get rich quick -- just to mention a few.

Genre: Business & Economics

Number of Pages: 285

Language: English

ISBN: 9781564145819

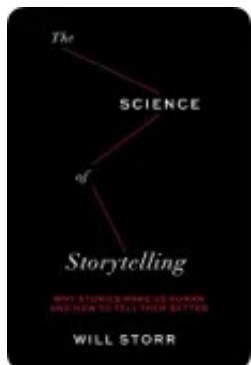
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Science of Storytelling

Why Stories Make Us Human and How to Tell Them Better

Will Storr

Abrams Press (March 10, 2020)



Summary:

The compelling, groundbreaking guide to creative writing that reveals how the brain responds to storytelling. Stories shape who we are. They drive us to act out our dreams and ambitions and mold our beliefs. Storytelling is an essential part of what makes us human. So, how do master storytellers compel us? In *The Science of Storytelling*, award-winning writer and acclaimed teacher of creative writing Will Storr applies dazzling psychological research and cutting-edge neuroscience to our myths and archetypes to show how we can write better stories, revealing, among other things, how storytellers--and also our brains--create worlds by being attuned to moments of unexpected change. Will Storr's superbly chosen examples range from Harry Potter to Jane Austen to Alice Walker, Greek drama to Russian novels to Native American folk tales, King Lear to *Breaking Bad* to children's stories. With sections such as "The Dramatic Question," "Creating a World," and "Plot, Endings, and Meaning," as well as a practical, step-by-step appendix dedicated to "The Sacred Flaw Approach," *The Science of Storytelling* reveals just what makes stories work, placing it alongside such creative writing classics as John Yorke's *Into the Woods: A Five-Act Journey into Story* and Lajos Egri's *The Art of Dramatic Writing*. Enlightening and empowering, *The Science of Storytelling* is destined to become an invaluable resource for writers of all stripes, whether novelist, screenwriter, playwright, or writer of creative or traditional nonfiction.

Genre: Language Arts & Disciplines

Number of Pages: 304

Language: English

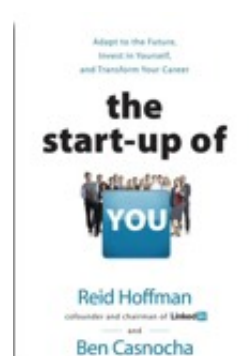
ISBN: 9781419743030

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Marketing and Writing



♥ The Start-up of You

Reid Hoffman, Ben Casnocha

Crown Business (2012)



Summary:

A blueprint for thriving in your job and building a career by applying the lessons of Silicon Valley's most innovative entrepreneurs. The career escalator is jammed at every level. Unemployment rates are sky-high. Creative disruption is shaking every industry. Global competition for jobs is fierce. The employer-employee pact is over and traditional job security is a thing of the past. Here, LinkedIn cofounder and chairman Reid Hoffman and author Ben Casnocha show how to accelerate your career in today's competitive world. The key is to manage your career as if it were a start-up business: a living, breathing, growing start-up of you. Why? Start-ups - and the entrepreneurs who run them - are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn't about cover letters or resumes. Instead, you will learn the best practices of Silicon Valley start-ups, and how to apply these entrepreneurial strategies to your career. Whether you work for a giant multinational corporation, a small local business, or launching your own venture, you need to know how to: * Adapt your career plans as you change, the people around you change, and industries change.* Develop a competitive advantage to win the best jobs and opportunities.* Strengthen your professional network by building powerful alliances and maintaining a diverse mix of relationships. * Find the unique breakout opportunities that massively accelerate career growth.* Take proactive risks to become more resilient to industry tsunamis. * Tap your network for information and intelligence that help you make smarter decisions. A revolutionary new guide to thriving in today's fractured world of work, the strategies in this book will help you survive and thrive and achieve your boldest professional ambitions. *The Start-Up of You* empowers you to become the CEO of your career and take control of your future.

Genre: Business & Economics

Number of Pages: 260

List Price: \$9.99

Language: English

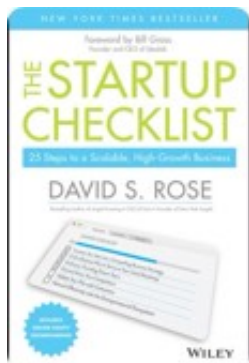
ISBN: 9780307888907

Reading Status: Unread

Category: Professional

Date Added: February 1, 2021

Tags: Entrepreneurship and Teaching



The Startup Checklist

25 Steps to a Scalable, High-Growth Business

David S. Rose

John Wiley & Sons (April 25, 2016)



Summary:

25 Steps to Found and Scale a High-Growth Business The Startup Checklist is the entrepreneur's essential companion. While most entrepreneurship books focus on strategy, this invaluable guide provides the concrete steps that will get your new business off to a strong start. You'll learn the ins and outs of startup execution, management, legal issues, and practical processes throughout the launch and growth phases, and how to avoid the critical missteps that threaten the foundation of your business. Instead of simply referring you to experts, this discussion shows you exactly which experts you need, what exactly you need them to do, and which tools you will use to support them—and you'll gain enough insight to ask smart questions that help you get your money's worth. If you're ready to do big things, this book has you covered from the first business card to the eventual exit. Over two thirds of startups are built on creaky foundations, and over two thirds of startup costs go directly toward cleaning up legal and practical problems caused by an incomplete or improper start. This book helps you sidestep the messy and expensive clean up process by giving you the specific actions you need to take right from the very beginning. Understand the critical intricacies of legally incorporating and running a startup Learn which experts you need, and what exactly you need from them Make more intelligent decisions independent of your advisors Avoid the challenges that threaten to derail great young companies The typical American startup costs over \$30,000 and requires working with over two dozen professionals and service providers before it even opens for business—and the process is so complex that few founders do it correctly. Their startups errors often go unnoticed until the founder tries to seek outside capital, at which point they can cost thousands of dollars to fix. . . or even completely derail an investment. The Startup Checklist helps you avoid these problems and lay a strong foundation, so you can focus on building your business.

Genre: Business & Economics

Number of Pages: 320

Language: English

ISBN: 9781119163794

Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 5, 2021

Tags: Entrepreneurship



The Startup Garden

How Growing a Business Grows You

Tom Ehrenfeld

McGraw-Hill (2001)



Summary:

You have what it takes to start a business...but only if it's the right business for you. At the startup stage, before all of the marketing studies and prototypes, your most important source of competitive advantage is how well you understand yourself and can harness the passion inside you. The Startup Garden walks you through the process of determining what type of business best fits your hopes, dreams, and experiences. Unique among books of its type, it helps you take an honest look at yourself to determine who you are, what you care about, and what you are good at before you engage in the nuts-and-bolts tasks of starting your business and controlling your own destiny. From there, each chapter focuses on a particular skill you will need to operate your enterprise, providing a step-by-step examination of the business, financial, managerial, and marketing skills required to make your dream business a reality. Dozens of interviews with now-successful entrepreneurs, along with case studies and examples, show you how others have set their businesses up from financial reporting necessities to tips on handling employees to techniques for expansion and illustrate how to handle the inevitable difficulties along the way. Filled with worksheets and practical advice from those who came before you, and have made their way down the same path you're now considering, this no-nonsense guidebook discusses: How to determine what truly matters to you and what you are good at, then combine the two into a career Where to find the money to fuel your new business, from personal assets to investors to business loans 10 Classic Bootstrapping Tips From using college interns to haggling, proven ways to stretch your limited cash When you start an enterprise, you are the enterprise. As the enterprise grows and develops, so will you. Wherever you are in the process of launching a business, from the initial idea to the eventual need for growth and diversification, The Startup Garden will help you to ensure that your new business has the proper foundation for survival, success and growth by first helping you ensure that the business is right for you.

Genre: Business & Economics

Number of Pages: 209

Language: English

ISBN: 9780071368247

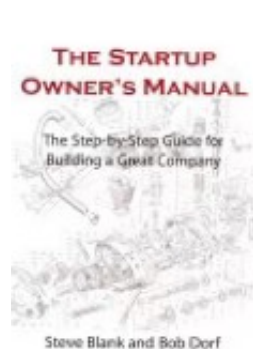
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The Startup Owner's Manual

The Step-by-step Guide for Building a Great Company. The startup owner's manual : the step-by-step guide for building a great company

Steven Gary Blank

K & S Ranch Publ. (2012)



Genre: New business enterprises

Number of Pages: 571

Language: Hungarian

ISBN: 9780984999309

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ The Startup Way

How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-term Growth

Eric Ries

Currency (2017)



Summary:

Entrepreneur and bestselling author of *The Lean Startup*, Eric Ries reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century. In *The Lean Startup*, Eric Ries laid out the practices of successful startups - building a minimal viable product, customer-focused and scientific testing based on a build-measure-learn method of continuous innovation, and deciding whether to persevere or pivot. In *The Startup Way*, he turns his attention to an entirely new group of organizations: established enterprises like iconic multinationals GE and Toyota, tech titans like Amazon and Facebook, and the next generation of Silicon Valley upstarts like Airbnb and Twilio. Drawing on his experiences over the past five years working with these organizations, as well as nonprofits, NGOs, and governments, Ries lays out a system of entrepreneurial management that leads organizations of all sizes and from every industry to sustainable growth and long-term impact. Filled with in-the-field stories, insights, and tools, *The Startup Way* is an essential road map for any organization navigating the uncertain waters of the century ahead.

Genre: Business & Economics

Number of Pages: 390

Language: English

ISBN: 9781101903209

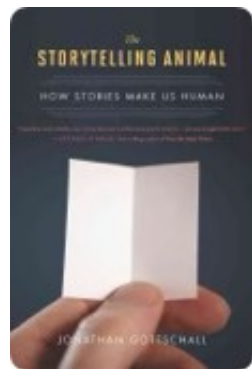
Reading Status: Finished

Date Finished: January 3, 2021

Category: Professional

Date Added: January 3, 2021

Tags: Entrepreneurship



♥ **The Storytelling Animal**
How Stories Make Us Human

Jonathan Gottschall

Houghton Mifflin Harcourt (2013)

**Summary:**

A NYTimes.com Editor's Choice A Los Angeles Times Book Prizes Finalist "A jaunty, insightful new book . . . [that] draws from disparate corners of history and science to celebrate our compulsion to storify everything around us."—New York TimesHumans live in landscapes of make-believe. We spin fantasies. We devour novels, films, and plays. Even sporting events and criminal trials unfold as narratives. Yet the world of story has long remained an undiscovered and unmapped country. Now Jonathan Gottschall offers the first unified theory of storytelling. He argues that stories help us navigate life's complex social problems—just as flight simulators prepare pilots for difficult situations. Storytelling has evolved, like other behaviors, to ensure our survival. Drawing on the latest research in neuroscience, psychology, and evolutionary biology, Gottschall tells us what it means to be a storytelling animal and explains how stories can change the world for the better. We know we are master shapers of story. *The Storytelling Animal* finally reveals how stories shape us. "This is a quite wonderful book. It grips the reader with both stories and stories about the telling of stories, then pulls it all together to explain why storytelling is a fundamental human instinct."—Edward O. Wilson "Charms with anecdotes and examples . . . we have not left nor should we ever leave Neverland."—Cleveland Plain Dealer

Genre: Literary Criticism

Number of Pages: 248

Language: English

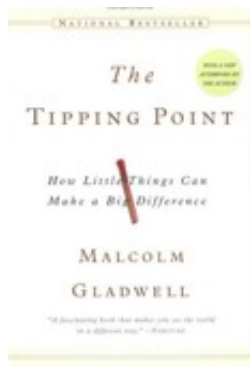
ISBN: 9780544002340

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Marketing



The Tipping Point

How Little Things Can Make a Big Difference

Malcolm Gladwell

Little, Brown (2000)



Summary:

Discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.

Genre: Contagion (Social psychology)

Number of Pages: 301

List Price: \$11.99

ISBN: 9780316346627

Reading Status: Finished

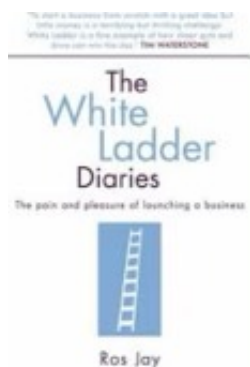
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



The White Ladder Diaries

The Pain and Pleasure of Launching a Business

Ros Jay

White Ladder (2004)



Summary:

Ros Jay and her partner, Richard Craze, first had the idea of starting their own publishing company, White Ladder Press, in the summer of 2002. This book is her personal journal account of launching the business. It tells the story of how they overcame their doubts and anxieties and brought the company to life for only a few thousand pounds, and set it on its way (this is White Ladder's third book). The White Ladder Diaries isn't all theory and recollections. It's a real life, day-by-day diary of all those crucial steps, naive mistakes and emotional moments between conceiving the idea for a business and launching the first product, the book Kids & Co. It records the thinking behind all those vital decisions, from choosing a logo or building a website, to sorting out a phone system or getting to grips with discounts. Ros Jay has drawn on her long experience advising small businesses to give practical pointers for other people going through the same process. The diary is littered with tips and advice, whether you want to know how to register a domain name or how to write a press release.

Genre: New business enterprises

Number of Pages: 208

Language: English

ISBN: 9780954391416

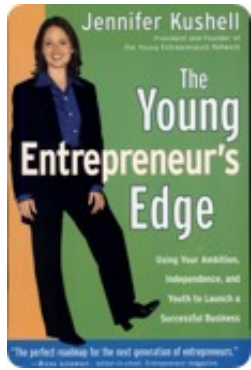
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



The Young Entrepreneur's Edge

Using Your Ambition, Independence, and Youth to Launch a Successful Business

Jennifer Kushell, Princeton Review (Firm)

The Princeton Review (1999)



Summary:

It seems like these days, whenever you look at a newsstand, at least one major business magazine has a cover story about a wildly successful entrepreneur in his or her 20s or 30s. That's not surprising when one considers that one out of every five small-business owners in America is under 35, and that more young people are starting businesses than ever before. Right now, in college dorm rooms and their parents' garages, the next generation of Sam Waltons, Bill Gateses, and Michael Dells are hard at work. "If you are ever going to take risks in exploring your career options, this is the absolute best time to do it," says 26-year-old entrepreneurial expert Jennifer Kushell. "Why wait until you have a semi-stable corporate job and major financial obligations to discover that you hate your career and need to make a big change?" Kushell is the ideal mentor for young people thinking about taking the plunge. Her very successful Young Entrepreneurs Network educates teens and twentysomethings in 40 countries about forming their own companies. A born entrepreneur -- her father and aunt are leading experts on franchising and trademark licensing, respectively -- Kushell presided over her own company's growth while attending college full-time. Her book draws on her invaluable hands-on experience: "It's not so much a how-to-start-a-business book as it is a how-to-cope-with-life-while-starting-and-succeeding-in-your-own-business book," the author says. "All I can say is that this is the real deal, the real story." With wit, candor and exuberance for her subject, Kushell gives practical and personal insight from a young entrepreneur's point of view to help new business owners get through their first few years. The book "also teaches you tricks of the trade that you can rely on to compete successfully in a business world with people twice your age and companies God-knows-how-many-times-as big," she adds. The Young Entrepreneur's Edge addresses key topics such as trying to obtain capital and writing a business plan, which, the author says, are among the biggest obstacles for young entrepreneurs. But the book also tackles critical areas that other business books rarely address: how to get older people to take you seriously; how not to starve when you're broke; how to win your family's approval; how to get out and meet important people; how not to get carded when entertaining clients; and other unique situations faced by young business people. Praise for The Young Entrepreneur's Edge "Fresh college graduates frustrated by the job search should pick up a copy of [this book]." --Los Angeles Times "Can help both job-seekers and job-holders rethink their idea of gainful employment." --Mademoiselle "Entertaining, fast-reading, and immensely sensible. Kushell is a human dynamo." --Sacramento Bee "Every young entrepreneur needs good ideas, and this book is full of them." --Fred Deluca, founder and president of Subway® Restaurants "It is a must-read for my students." --Kathleen R. Allen, Ph.D., The Entrepreneur Program, University of Southern California

Genre: Business & Economics

Number of Pages: 247

Language: English

ISBN: 9780375753497

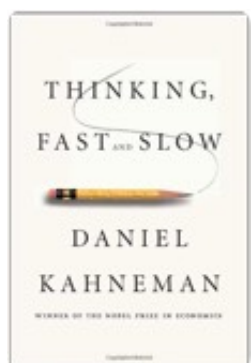
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Thinking, Fast and Slow

Daniel Kahneman

Doubleday Canada, Limited



Summary:

The guru to the gurus at last shares his knowledge with the rest of us. Nobel laureate Daniel Kahneman's seminal studies in behavioral psychology, behavioral economics, and happiness studies have influenced numerous other authors, including Steven Pinker and Malcolm Gladwell.

In *Thinking, Fast and Slow*, Kahneman at last offers his own, first book for the general public. It is a lucid and enlightening summary of his life's work. It will change the way you think about thinking.

Two systems drive the way we think and make choices, Kahneman explains: System One is fast, intuitive, and emotional; System Two is slower, more deliberative, and more logical. Examining how both systems function within the mind, Kahneman exposes the extraordinary capabilities as well as the biases of fast thinking and the pervasive influence of intuitive impressions on our thoughts and our choices. Engaging the reader in a lively conversation about how we think, he shows where we can trust our intuitions and how we can tap into the benefits of slow thinking, contrasting the two-system view of the mind with the standard model of the rational economic agent.

Kahneman's singularly influential work has transformed cognitive psychology and launched the new fields of behavioral economics and happiness studies. In this path-breaking book, Kahneman shows how the mind works, and offers practical and enlightening insights into how choices are made in both our business and personal lives--and how we can guard against the mental glitches that often get us into trouble.

A New York Times Bestseller

Genre: Business and Finance

Language: English

ISBN: 9780385676519

Reading Status: Finished

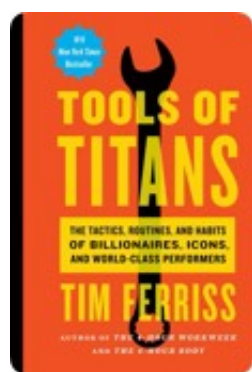
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Tools of Titans

The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers

Timothy Ferriss

Houghton Mifflin Harcourt (2017)



Summary:

The latest groundbreaking tome from Tim Ferriss, the #1 New York Times best-selling author of *The 4-Hour Workweek*. From the author: "For the last two years, I've interviewed more than 200 world-class performers for my podcast, *The Tim Ferriss Show*. The guests range from super celebs (Jamie Foxx, Arnold Schwarzenegger, etc.) and athletes (icons of powerlifting, gymnastics, surfing, etc.) to legendary Special Operations commanders and black-market biochemists. For most of my guests, it's the first time they've agreed to a two-to-three-hour interview. This unusual depth has helped make *The Tim Ferriss Show* the first business/interview podcast to pass 100 million downloads. "This book contains the distilled tools, tactics, and 'inside baseball' you won't find anywhere else. It also includes new tips from past guests, and life lessons from new 'guests' you haven't met. "What makes the show different is a relentless focus on actionable details. This is reflected in the questions. For example: What do these people do in the first sixty minutes of each morning? What do their workout routines look like, and why? What books have they gifted most to other people? What are the biggest wastes of time for novices in their field? What supplements do they take on a daily basis? "I don't view myself as an interviewer. I view myself as an experimenter. If I can't test something and replicate results in the messy reality of everyday life, I'm not interested. "Everything within these pages has been vetted, explored, and applied to my own life in some fashion. I've used dozens of the tactics and philosophies in high-stakes negotiations, high-risk environments, or large business dealings. The lessons have made me millions of dollars and saved me years of wasted effort and frustration. "I created this book, my ultimate notebook of high-leverage tools, for myself. It's changed my life, and I hope the same for you."

Genre: Business & Economics

Number of Pages: 673

Language: English

ISBN: 9781328683786

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Traction

How Any Startup Can Achieve Explosive Customer Growth

Gabriel Weinberg

Portfolio/Penguin (2015)



Summary:

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier--fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to:

- Find and use offline ads and other channels your competitors probably aren't using
- Get targeted media coverage that will help you reach more customers
- Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates
- Improve your search engine rankings and advertising through online tools and research

Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

Genre: Business & Economics

Number of Pages: 222

Language: English

ISBN: 9781591848363

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Traction

How Any Startup Can Achieve Explosive Customer Growth

Gabriel Weinberg, Justin Mares

Portfolio/Penguin (2015)



Summary:

Two successful startup founders offer a comprehensive overview of the various ways startups can achieve strong, sustainable growth, and a guide to choosing the ones that will make the difference. Why do so many startups fail? According to entrepreneurs Gabriel Weinberg and Justin Mares, most failed startups don't get off the ground not because of a bad product, but because they don't have enough customers. They make the fatal mistake of putting all their effort into perfecting their product at the cost of reaching out to potential users. Instead, they should be putting half their resources into getting traction. TRACTION is the essential guide for any startup looking to stay ahead of the curve and start building a user base early in the game. The book offers no one-size-fits-all solution: every startup is unique, so no single method is guaranteed to generate traction. Instead, the authors identify nineteen different traction channels from viral marketing to trade shows, offer insights on how to exploit each one to its fullest potential, and provide a framework to test various channels and identify the best one for any startup. Drawing on advice from more than 40 successful startup founders and marketers, from Wikipedia's Jimmy Wales to American Apparel's Ryan Holiday, TRACTION is a comprehensive textbook for marketing your way to growth."

Genre: Marketing

Number of Pages: 222

Language: English

ISBN: 9780241242537

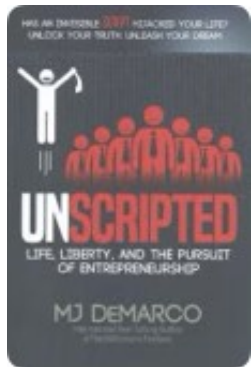
Reading Status: Finished

Date Finished: January 3, 2021

Category: Professional

Date Added: January 3, 2021

Tags: Entrepreneurship



Unscripted

Life, Liberty, and the Pursuit of Entrepreneurship

M. J. DeMarco

Viperion Publishing Corporation (2017)



Summary:

WHAT IF LIFE WASN'T ABOUT DECADES OF WAGE-SLAVERY, PAYING BILLS, AND THEN DYING? Today's contemporary slavery is an implied social contract whereas a gilded cage is exchanged for voluntary indebtedness and lifelong toil, a price sacrificed by a non-redeemable fifty-years of Monday through Friday, a willful servitude in which freedom is only promised by the dawn of life's fading twilight." MJ DeMarco HAS AN INVISIBLE SCRIPT HIJACKED YOUR LIFE? UNLOCK YOUR TRUTH. UNLEASH YOUR DREAM. Tired of sleepwalking through a mediocre life bribed by mindless video-gaming, redemptive weekends, and a scant paycheck from a soul-suffocating job? Welcome to the SCRIPTED club-- where membership is neither perceived or consented. The fact is, ever since you've been old enough to sit obediently in a classroom, you have been culturally engineered for servitude, unwittingly enslaved into a Machiavellian system where illusionary rules go unchallenged, sanctified traditions go unquestioned, and lifelong dreams go unfulfilled. As a result, your life is hijacked and marginalised into debt, despair, and dependence. Life's death sentence becomes the daily curse of the trivial and mundane. Fun fades. Dreams die. Don't let life's consolation prize become a car and a weekend. Recapture what is yours and make a revolutionary repossession of life-and-liberty through the pursuit of entrepreneurship. A paradigm shift isn't needed--the damn paradigm needs to be thrown-out altogether. The truth is, if you blindly follow conventional wisdom pushed by conventional people living conventional lives, can you expect to be anything but conventional? Rewrite life's script: ditch the job, give Wall Street the bird, and escape the insanity of trading your life away for a paycheck and an elderly promise called retirement. UNSCRIPT today and start leading life-- instead of life leading you.

Number of Pages: 432

Language: English

ISBN: 9780984358168

Reading Status: Finished

Date Finished: January 6, 2021

Category: Professional

Date Added: January 6, 2021

Tags: Entrepreneurship



UX for Lean Startups

Faster, Smarter User Experience Research and Design

Laura Klein

O'Reilly Media (November 26, 2018)



Summary:

>Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it. Listen to your customers throughout the product's lifecycle. Understand why you should design a test before you design a product. Get nine tools that are critical to designing your product. Discern the difference between necessary features and nice-to-haves. Learn how a Minimum Viable Product affects your UX decisions. Use A/B testing in conjunction with good UX practices. Speed up your product development process without sacrificing quality.

Genre: New business enterprises

Number of Pages: 236

Language: English

ISBN: 9781492049586

Reading Status: Finished

Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Value Proposition Design

How to Create Products and Services Customers Want

Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith

John Wiley & Sons (October 20, 2014)



Summary:

The authors of the international bestseller Business Model Generation explain how to create value propositions customers can't resist. Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, Business Model Generation, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition, the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

Genre: Business & Economics

Number of Pages: 320

Language: English

ISBN: 9781118968055

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship

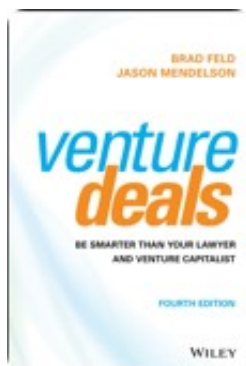


Venture Deals

Be Smarter Than Your Lawyer and Venture Capitalist

Brad Feld

John Wiley & Sons (August 27, 2019)



Summary:

Help take your startup to the next step with the new and revised edition of the popular book on the VC deal process—from the co-founders of the Foundry Group How do venture capital deals come together? This is one of the most frequent questions asked by each generation of new entrepreneurs. Surprisingly, there is little reliable information on the subject. No one understands this better than Brad Feld and Jason Mendelson. The founders and driving force behind the Foundry Group—a venture capital firm focused on investing in early-stage information technology companies—Brad and Jason have been involved in hundreds of venture capital financings. Their investments range from small startups to large Series A venture financing rounds. The new edition of Venture Deals continues to show fledgling entrepreneurs the inner-workings of the VC process, from the venture capital term sheet and effective negotiating strategies to the initial seed and the later stages of development. Fully updated to reflect the intricacies of startups and entrepreneurship in today's dynamic economic environment, this new edition includes revisions and updates to coverage on negotiating, gender issues, ICO's, and economic terms. New chapters examine legal and procedural considerations relevant to fundraising, bank debt, equity and convertible debt, how to hire an investment banker to sell a company, and more. Provides valuable, real-world insights into venture capital structure and strategy Explains and clarifies the VC term sheet and other misunderstood aspects of capital funding Helps to build collaborative and supportive relationships between entrepreneurs and investors Draws from the author's years of practical experience in the VC arena Includes extensively revised and updated content throughout to increase readability and currency Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist is a must-have resource for Any aspiring entrepreneur, venture capitalist, or lawyer involved in VC deals as well as students and instructors in related areas of study.

Genre: Business & Economics

Number of Pages: 368

Language: English

ISBN: 9781119594826

Reading Status: Finished

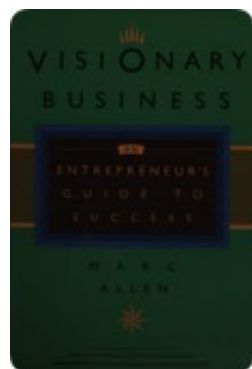
Date Finished: December 27, 2020

Date Started: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Visionary Business

An Entrepreneur's Guide to Success

Marc Allen

New World Library (1997)



Summary:

This breakthrough book shows you not only how to envision and create success, but also how to build a truly visionary business: one that supports its employees, the community, and the environment. A combination of Richard Bach's Illusions and Tom Peters' In Search of Excellence, Visionary Business describes the quest for entrepreneurial success as being far more than the ability to be financially savvy. It tells the story of entrepreneur Marc Allen's unlikely rise to success. Told as an anecdotal tale of wisdom, Allen makes clear from the start that he learned as he went and that his secret to success lies not so much in management élan but in practical grace and humble persistence. In this story, Allen's steward/mentor, an older investment specialist named Bernie, teaches him the ways of ethical and socially responsible business. Together, they direct Allen's fledgling attempts into a thriving corporate success, founded on principles as diverse as Eastern and Western spirituality, simple kindness, mysticism, and market savvy. Allen summarizes his experience in the "Twenty-five Principles and Practices of Visionary Business." He discusses the value of benefits and profit-sharing programs; the importance of hiring passionate people; management by goals rather than by crisis; why money, while essential, is secondary; how opportunities lurk within every adversity; why an employee handbook is a powerful tool for success; and how some understanding of a higher power can provide guidance and inspiration.

Genre: Business & Economics

Number of Pages: 171

Language: English

ISBN: 9781577310198

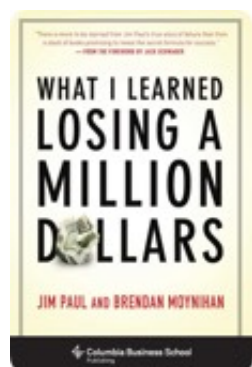
Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ What I Learned Losing a Million Dollars

Jim Paul, Brendan Moynihan

Columbia University Press (May 21, 2013)



Summary:

Jim Paul's meteoric rise took him from a small town in Northern Kentucky to governor of the Chicago Mercantile Exchange, yet he lost it all--his fortune, his reputation, and his job--in one fatal attack of excessive economic hubris. In this honest, frank analysis, Paul and Brendan Moynihan revisit the events that led to Paul's disastrous decision and examine the psychological factors behind bad financial practices in several economic sectors. This book--winner of a 2014 Axiom Business Book award gold medal--begins with the unbroken string of successes that helped Paul achieve a jet-setting lifestyle and land a key spot with the Chicago Mercantile Exchange. It then describes the circumstances leading up to Paul's \$1.6 million loss and the essential lessons he learned from it--primarily that, although there are as many ways to make money in the markets as there are people participating in them, all losses come from the same few sources. Investors lose money in the markets either because of errors in their analysis or because of psychological barriers preventing the application of analysis. While all analytical methods have some validity and make allowances for instances in which they do not work, psychological factors can keep an investor in a losing position, causing him to abandon one method for another in order to rationalize the decisions already made. Paul and Moynihan's cautionary tale includes strategies for avoiding loss tied to a simple framework for understanding, accepting, and dodging the dangers of investing, trading, and speculating.

Genre: Business & Economics

Number of Pages: 208

Language: English

ISBN: 9780231164689

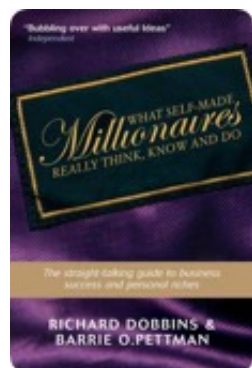
Reading Status: Finished

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Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



♥ What Self-Made Millionaires Really Think, Know and Do A Straight-Talking Guide to Business Success and Personal Riches

Richard Dobbins

Capstone (March 10, 2006)



Genre: Millionaires

Number of Pages: 324

ISBN: 9781841126807

Reading Status: Finished

Date Finished: December 27, 2020

Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship



Where to Play

3 Steps for Discovering Your Most Valuable Market Opportunities

Marc Gruber, Sharon Tal

Pearson Education Limited (2017)



Summary:

Choosing the right market for your innovation is the biggest, and trickiest, question for innovators. Research has shown that all too often entrepreneurs don't spend enough time identifying and researching their market opportunities - instead they jump at the first opportunity that looks good, and fail to properly evaluate and leverage other opportunities. These common mistakes means that you often choose the wrong market or lock yourself into one specific direction. Where to Play helps you to set a promising strategy, by giving a clear, structured and practical framework - the Market Opportunity Navigator- to better identify, evaluate and focus on the right market opportunities. With three dedicated and reusable worksheets covering: Market Opportunity Set - assess your core strengths and identify which market opportunities exist for your business Attractiveness Map - evaluate your market opportunities to reveal the most attractive option for focus Agile Focus Strategy - create a strategic plan for your chosen market opportunity that keeps you open-minded and agile

Genre: Business & Economics

Number of Pages: 240

Language: English

ISBN: 9781292178929

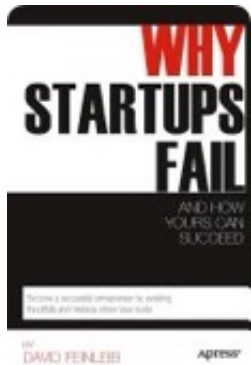
Reading Status: Finished

Date Finished: January 10, 2021

Category: Professional

Date Added: January 10, 2021

Tags: BUSM4010 and Entrepreneurship



Why Startups Fail

And How Yours Can Succeed

David Feinleib

Apress (December 20, 2011)



Summary:

For the want-to-be entrepreneur thinking about taking the leap, the boot-strapped entrepreneur trying to energize a business three or four years in, and the venture-backed entrepreneur trying to scale, *Why Startups Fail* shows you the key mistakes new ventures make—and how to avoid them. Nearly everyone has an idea for a product they could build or a company they could start. But eight out of 10 new businesses fail within the first three years. Even only one in ten venture-backed startups succeeds, and venture capitalists turn down some 99% of the business plans they see. The odds appear to be stacked against you! But entrepreneurs often make the same avoidable mistakes over and over. *Why Startups Fail* can help you beat the odds and avoid the pitfalls and traps that lead to early startup death. It's easy to point to successes like Apple, Google, and Facebook. But the biggest lessons can come from failure. What decisions were made, and why? What would the founders have done differently? How did one company become a billion-dollar success while another—with a better product and in the same market—fail? Drawing on personal experience as well as the wisdom of the Silicon Valley startup community, serial entrepreneur, venture capitalist, and blogger Dave Feinleib analyzes companies that have come and gone. In short, powerful chapters, he reveals the keys to successful entrepreneurship: Excellent product/market fit, passion, superb execution, the ability to pivot, stellar team, good funding, and wise spending. In *Why Startups Fail*, you'll learn from the mistakes Feinleib has seen made over and over and find out how to position your startup for success. *Why Startups Fail: Shows venture-backed startups and boot-strappers alike how to succeed where others fail. Is equally valuable for companies still on the drawing board as well as young firms taking their first steps. Takes you through the key decisions and pitfalls that caused startups to fail and what you can learn from their failures. Covers the critical elements of entrepreneurial success. What you'll learn* Avoid the key mistakes that cause startups to fail Pitch, raise money, and recruit Find the right market Build world-class products that people will use Outrun the competition Know when to stay the course and when to pivot Who this book is for *Why Startups Fail* is for the aspiring entrepreneur who wants to avoid the key mistakes that have caused hundreds of thousands of companies to fail. *Why Startups Fail* will appeal to venture-backed technology entrepreneurs. It will also appeal strongly to boot-strappers and those who have, by hook or by crook, survived their first three or four years and are starting to hit speed-bumps. It's an excellent choice for entrepreneurs who want the know-how to make themselves and their companies successful for the long term. Table of Contents

Part 1—Market, Product, and Entrepreneur Chapter 1: Poor Product-Market Fit Chapter 2: Bad Products Chapter 3: The Missing Entrepreneur Part 2—Sales and Marketing Chapter 4: Investing in Sales and Marketing Too Early Chapter 5: Losing Money on Sales Chapter 6: Invisible Startups Part 3—Execution Chapter 7: Failing to Communicate Chapter 8: Not Getting Started Chapter 9: Failing to Execute Part 4—Capital and Liquidity Chapter 10: Pitches That Fail Chapter 11: Managing Liquidity Chapter 12: From Failure, Success

Genre: Business & Economics

Number of Pages: 196

Language: English

ISBN: 9781430241409

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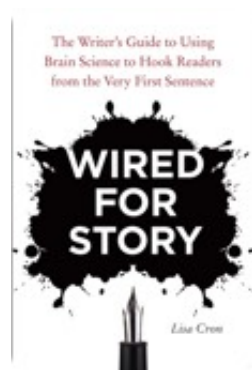
Date Finished: December 27, 2020

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Category: Professional

Date Added: December 27, 2020

Tags: Entrepreneurship and Kindle



Wired for Story

The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence

Lisa Cron

Ten Speed Press (2012)



Summary:

This guide reveals how writers can utilize cognitive storytelling strategies to craft stories that ignite readers' brains and captivate them through each plot element. Imagine knowing what the brain craves from every tale it encounters, what fuels the success of any great story, and what keeps readers transfixed. *Wired for Story* reveals these cognitive secrets—and it's a game-changer for anyone who has ever set pen to paper. The vast majority of writing advice focuses on “writing well” as if it were the same as telling a great story. This is exactly where many aspiring writers fail—they strive for beautiful metaphors, authentic dialogue, and interesting characters, losing sight of the one thing that every engaging story must do: ignite the brain's hardwired desire to learn what happens next. When writers tap into the evolutionary purpose of story and electrify our curiosity, it triggers a delicious dopamine rush that tells us to pay attention. Without it, even the most perfect prose won't hold anyone's interest. Backed by recent breakthroughs in neuroscience as well as examples from novels, screenplays, and short stories, *Wired for Story* offers a revolutionary look at story as the brain experiences it. Each chapter zeroes in on an aspect of the brain, its corresponding revelation about story, and the way to apply it to your storytelling right now.

Genre: Language Arts & Disciplines

Number of Pages: 262

Language: English

ISBN: 9781607742456

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Writing



YouTube Secrets

The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer

Sean Cannell, Benji Travis

Lioncrest Publishing (August 16, 2018)



Summary:

YouTube has changed our world—from how we view video to how we connect and market-opening a new entrepreneurial landscape to ambitious individuals. Thousands of people generate six to seven figures annually from online video content. And, with the right roadmap, you too could be en route to real influence and income. In *YouTube Secrets*, online video experts Sean Cannell and Benji Travis draw on a decade of experience as well as interviews with more than one hundred top creators to give you a step-by-step YouTube success playbook. You'll learn - The seven essential ingredients for a profitable channel - New strategies for getting views and subscribers - Ten ways to make money on YouTube - And much more Whether you're a beginner or a veteran, this book will show you how to use YouTube to build a following, create a lucrative business, and make a massive impact in people's lives.

Genre: Business & Economics

Number of Pages: 194

Language: English

ISBN: 9781544511818

Reading Status: Unread

Category: Professional

Date Added: April 12, 2021

Tags: Marketing
