

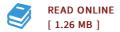
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The Entrepreneur s Playbook: More than 100 Proven Strategies, Tips, and Techniques to Build a Radically Successful Business (Hardback)

By Brown

Amacom, United States, 2017. Hardback. Condition: New. Special ed.. Language: English . Brand New Book. When failure is not an option. Big new ideas rarely make great businesses . . . Laboring on a business plan can be a waste of time . . . You are going to need dramatically more start-up money than you think you do. Counterintuitive concepts like these have helped the world s best entrepreneurs succeed. Yet most of us only learn them the hard way. Len Green, an experienced investor, entrepreneur, and business professor, shares inside secrets and proven tactics for launching a business. Based on his popular Ultimate Entrepreneurship course, the book explains how to: Locate sure-bet opportunities for improving products * Get serious about positioning, distributing, and licensing * Find funding * Take calculated risks and minimize failure * And much more. The Entrepreneur s Playbook allows you to become a virtual student: dozens of exercises (which you can submit online for feedback) and hundreds of examples make the learning stick. Why stumble your way to possible failure when you can tap into the best ideas for making your venture work.



Reviews

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