



## The Naked Entrepreneur: 40 Lessons for Building a Successful Business and a Meaningful Life (Bloomberg)

By Michael W. Sonnenfeldt

Wiley. Hardcover. Condition: New. 304 pages. Sonnenfeldt founded TIGER 21 in 1999, and it has become the premier peer-to-peer learning network for successful entrepreneurs and high net worth investors. While the buzz from Silicon Valley is that the path to wealth is all about the next big thing, most TIGER 21 members have made fortunes building new businesses around old standbys such as restaurant chains, laundromats, school buses, medical supplies, hotels and real estate. Once a month, in a private setting, members share frankly and confidentially their strategies for business success and meaningful lives. TIGER 21 welcomes only a certain kind of extraordinary talent to the table ready, willing, and able to give (and take) candid advice based on a lifetime of accomplishment. Access to the knowledge of this formidable brain trust what many call their personal board of advisors requires an annual fee of 30,000 and generally a minimum of 10 million in investible assets to qualify. Until now. In *The Naked Entrepreneur*, Sonnenfeldt taps into the collective intelligence of this unique community of entrepreneurs and investors to provide insights, practical advice, and well-tested strategies, often contrarian, to inspire business founders at every stage of their careers not...



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