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Length: 128 pages: Subjects

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Book One, Preparing for Entrepreneurship, opens the curtains on A Trilogy on Entrepreneurship. As the title proclaims, Book One endeavors to take the entrepreneur through the step-by-step process of Opportunity Seeking, Opportunity Screening and Opportunity Seizing.

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Entrepreneurship is the creation or extraction of value. With this definition, entrepreneurship is viewed as change, which may include other values than simply economic ones. . More narrow definitions have described entrepreneurship as the process of designing, launching and running a new business, which is often initially a small business, or as the "capacity and willingness to develop ...

Entrepreneurship—Wikipedia

10 series every entrepreneur should watch. PARTNER CONTENT, Business Insider SA May 31, 2018, 08:59 AM facebook. twitter. email. In recent years, a flurry of new TV shows have explored the world of start-ups and entrepreneurship, giving prospective business owners an idea of some of the issues they may face on their journey to success. ...

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Entrepreneurship content from BBC Business News. Recruitment boss Richard Spencer-Percival says "start off at the bottom with your clients, then you can pick off the big game".

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Read "A Trilogy On Entrepreneurship: Creating the Enterprise" by Eduardo A. Morato, Jr. available from Rakuten Kobo. Book Two, Creating the Enterprise, commits the

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Thank You For Smoking is the perfect film for a marketing savvy entrepreneur or someone who wants to learn a few tricks on how to sell just about any product. The film tells the story of tobacco ...

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This series was Apple ' s first original TV series, but unfortunately, it was canceled after just one season. Though the series has been criticized for being self-indulgent, it ' s still a fun watch with a lot of takeaways for app developers and tech entrepreneurs. Where to watch: Apple TV. IMDB Rating: 6.0/10 (based on 182 user ratings) 6. StartUp

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The Black Tech Master Series was designed to inspire,

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The Bettany Centre Entrepreneurship Speaker Series gives you the chance to hear from a variety of entrepreneurs from across a range of industries. The speakers will give you an insight in to their journey, identifying their successes and any mistakes that they may have made along their way. You will also be given the opportunity to ask ...

Book One, Preparing for Entrepreneurship, opens the curtains on A Trilogy on Entrepreneurship. As the title proclaims, Book One endeavors to take the entrepreneur through the step-by-step process of Opportunity Seeking, Opportunity Screening and Opportunity Seizing. The first step allows the entrepreneur to unravel the myriad possibilities in finding a good business venture by following any one of several proven methodologies. This is a creative and divergent thinking process. The second step evaluates the possibilities using logical and convergent thinking based on criteria deemed important by the entrepreneur. The third step enables the entrepreneur to focus on the critical variables that could make or break a business differentiate its products from competitors. To ensure success, the entrepreneur must validate the opportunity through rigorous Market Research and its accompanying Marketing Toolkits. Customer Profiling and Location Analysis are the two additional endeavors that entrepreneur must embrace. The first one enables the entrepreneur to target a specific and

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appropriate market segment while the second one chooses the best place for doing business and selling goods and services. Finally, Preparing for Entrepreneurship, delves into the systematic process of New Product Development.

Book Two, Creating the Enterprise, commits the entrepreneur to establishing a new business venture. The organizational, legal, technical and managerial elements of putting an enterprise together are complemented by the writing and submission of a business plan for the eyes and ears of investors, financiers, partners and managers. The book takes the entrepreneur through the art and science of Investing and Financing. For entrepreneurs considering the acquisition (or disposition) of existing enterprises, there is a chapter devoted to Valuating, or the estimation of asset or share values. Essential to the viable and sustainable operation of the enterprise, Book Two ends with the chapters on Managing Costs and Profits and Managing Risks.

Book Three, Growing the Enterprise, nurtures and propagates the business venture. The first chapter documents the formation and evolution of three entrepreneurs and their enterprises. Lessons from the three case studies are abstracted into general guidelines for the gestation of enterprises into robust corporations. This is supported by a framework on the Enterprise Life Cycle and Life Forces originated by the author. The next four chapters of Book Three immerse the entrepreneur in the four functional areas of enterprise development: Marketing, Operations, Human Resource and Financial Management. Finally, Book Three tackles three more case studies on Asian family enterprises, spanning two or three generations, to highlight alternative enterprise growth strategies and expansion models. Again, the chapter abstracts invaluable

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lessons for the entrepreneur with a far-sighted vision and highly ambitious goals.

From the cofounder of Square, an inspiring and entertaining account of what it means to be a true entrepreneur and what it takes to build a resilient, world-changing company In 2009, a St. Louis glassblowing artist and recovering computer scientist named Jim McKelvey lost a sale because he couldn't accept American Express cards. Frustrated by the high costs and difficulty of accepting credit card payments, McKelvey joined his friend Jack Dorsey (the cofounder of Twitter) to launch Square, a startup that would enable small merchants to accept credit card payments on their mobile phones. With no expertise or experience in the world of payments, they approached the problem of credit cards with a new perspective, questioning the industry's assumptions, experimenting and innovating their way through early challenges, and achieving widespread adoption from merchants small and large. But just as Square was taking off, Amazon launched a similar product, marketed it aggressively, and undercut Square on price. For most ordinary startups, this would have spelled the end. Instead, less than a year later, Amazon was in retreat and soon discontinued its service. How did Square beat the most dangerous company on the planet? Was it just luck? These questions motivated McKelvey to study what Square had done differently from all the other companies Amazon had killed. He eventually found the key: a strategy he calls the Innovation Stack. McKelvey's fascinating and humorous stories of Square's early days are blended with historical examples of other world-changing companies built on the Innovation Stack to reveal a pattern of ground-breaking, competition-proof entrepreneurship that is rare but repeatable. The Innovation Stack is a thrilling business

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narrative that's much bigger than the story of Square. It is an irreverent first-person look inside the world of entrepreneurship, and a call to action for all of us to find the entrepreneur within ourselves and identify and fix unsolved problems--one crazy idea at a time.

George and Jill Davis have spent their lives in Alaska's. George left home in Michigan to move to Alaska with his oldest brother at the age of 15. He has had a diverse resume of professions ranging from commercial fishing, sport fish guiding, adventure guiding, building lodges in the remote wilderness, entrepreneurship, marketing, flying, running boats, and adventure video production. Jill Davis is an adventurer, seeking out others that share her passions. She grew up in Cordova, Alaska, pursuing commercial fishing, sport fishing, flying airplanes, and becoming an entrepreneur.

This book provides an understanding of ‘ opportunity recognition ’ as a catalyst and crux of the entrepreneurial process. Grounded in research, it introduces the key concepts at the heart of entrepreneurship theory and practice and demonstrates how entrepreneurship differs from management in language, priorities and practice. The book ’ s central framework is mapped around ‘ seeing and seizing opportunities ’ , where the entrepreneur enters a situation, eventually sees an opportunity and takes it through a process of idea development into an actionable entrepreneurial initiative. This captures the book ’ s four core elements: person(s), environment, opportunity and process. The Entrepreneurial Process is unique in its explanation of how key concepts are related and how they can be applied practically to business models, plans and action. Case studies from real-life organizations, reflective

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questions and short exercises throughout encourage student learning and enable true engagement with the subject matter, building students' entrepreneurial efficacy. A 'one-stop shop' of key theoretical perspectives on entrepreneurship, opportunity recognition and business modelling, this textbook is essential for undergraduate and postgraduate students on introductory entrepreneurship and enterprise courses. Its practical and applied nature also makes it suitable for MBA and executive education. Online resources include chapter-by-chapter PowerPoint slides and a test bank of questions.

EXTREME ENTREPRENEURSHIP: From war zones to jungles to slums to where capitalism is illegal, this book contains true stories of people making their startups work in some of the most challenging contexts. Written by an award-winning professor at a top-ranked entrepreneurship school based on his interviews with startup founders in some of the more than 120 countries he has visited, there are no Silicon Valley stories of free office perks here. Instead, you can expect to find uniquely inspiring stories and universal lessons about life and business from interesting people and places around the world. This book will provide you with: (1) life and business tips and inspiration, provided from a fresh perspective; (2) immediately actionable ideas, including intriguing ways of overcoming obstacles related to food, water, education, energy, the environment, employment, travel, startups, entrepreneurship, meeting people, and more; (3) insight into the mindsets of people who see and create opportunities and successfully execute to make the most of those opportunities; and (4) interesting background information on people and places around the world, providing a dose of context and entertainment. Whether it is a pioneering school for the differently-abled in Peru, or

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nurturing local food economies with solar mini-grids in Madagascar, or rainforest stewardship in Colombia and Suriname, or startups in the wake of genocide in Timor-Leste, or sparking the rebirth of a former industrial town in the United States, you will read here stories of folks tackling tough problems with few resources. Published in book format for the first time, the author expertly presents these stories and others in what can be described as a stylistic blend of Anthony Bourdain ' s Parts Unknown and NPR ' s How I Built This. Please read and enjoy!

Self Mastery is the most elusive of all human quests. A lifetime is never sufficient for most people. Learning to be the best that you can ever become demands the full faculties of the brain, the heart and the spirit. This search for the ultimate self begins with learning to think, using both rational, analytical and critical mind and the associative, creative, systemic and integrative mind. It then conjures that other way of knowing without knowing why you know. This is learning to intuit. Separate, but equally powerful, is the emotional mind, the one that feels and empathizes. Learning to feel brings the self to its sensitive, sensual and stimulating dimension. Next, learning to do puts into action everything that one thinks, intuits and feels. This is followed by the need to transmit and receive messages, both trivial and important, in learning to communicate. Raising the level of the self to assume greater responsibility and accept personal accountability for other is learning to lead. Finally, there is full self actualization and total human development in learning to be. At this height of personal excellence, the five pillars of being and becoming conspire to transform the self towards transcendence. These elevating pillars are wonderment, a wider world view, wisdom, walking the way of the spirit and the will to live

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Freedom. It's the ability to do whatever you want, whenever you want. It's the ultimate reward of selling your business. But selling a company can be confusing, and one wrong step can easily cost you dearly. The Art of Selling Your Business: Winning Strategies & Secret Hacks for Exiting on Top is the last in a trilogy of books by author John Warrillow on building value. The first, Built to Sell, encouraged small business owners to begin thinking about their business as more than just a job. The Automatic Customer tagged recurring revenue as the core element in a valuable company and provided a blueprint for transforming almost any business into one with an ongoing annuity stream. Warrillow completes the set with The Art of Selling Your Business. This essential guide to monetizing a business is based on interviews the author conducted on his podcast, Built to Sell Radio, with hundreds of successfully cashed-out founders. What's the secret for harvesting the value you've created when it's time to sell? The Art of Selling Your Business answers important questions facing any founder, including—

- What's your business worth?
- When's the best time to sell?
- How do you create a bidding war?
- How can you position your company to maximize its attractiveness?
- Who will pay the most for your business?
- What 's the secret for punching above your weight in a negotiation to sell your company?

The Art of Selling Your Business provides a sleeves-rolled-up action plan for selling your business at a premium by an author with consummate credibility.

Can you succeed in business when your strength is more about sensitivity than swagger? If you're moved by meaning, more than manipulation? In other words: Can you succeed while still being you? Christine Kane is living proof that the

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answer is yes. Far too many of us have swallowed the notion that business owners have to be a certain way to be successful—strategy-obsessed, data-driven, and relentlessly aggressive. Bookstore shelves are lined with guides for entrepreneurs that urge them to "Crush it! "10X It!" or "Unf**k it!" Those who aren't crushers or unf**kers of anything are left wondering if something's wrong with them. Like, maybe they're just not cut out for business. A former songwriter and performer, and then founder of Uplevel YOU—a multi-million-dollar business coaching company—Christine Kane shows a new class of entrepreneurs another way. It's time to connect, not crush. In *The Soul-Sourced Entrepreneur*, Kane shares the insights that have helped thousands find success without losing themselves. In these pages, readers will find a practical plan to:

- Toss out ineffective, old-school goal-setting models.
- Reframe your intuition and sensitivity as valuable assets, not as flaws to hide.
- Examine old patterns for clues as to what's been holding you back.
- Clean up the spaces and distractions draining your energy and power.
- Learn to confidently trust in your own wisdom.
- Break free from fear-based decision-making that plagues most businesses.

Throughout the book, you'll hear stories from other soul-sourced entrepreneurs, who employ their own reliable, unique set of best practices based as much in intuition and self-awareness as on specific skills and strategies. Forget business as usual. Your business is personal, and in this new era, authenticity, creativity, and sensitivity are what set businesses apart. *The Soul-Sourced Entrepreneur* is your unconventional plan to build the business of your dreams, and being wildly successful by being you.