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Titolo	The entrepreneur's playbook : more than 100 proven strategies, tips, and techniques to build a radically successful business // Leonard C. Green, with Paul B. Brown
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ISBN	0-8144-3818-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (196 pages) : illustrations
Collana	Gale eBooks
Disciplina	658.4/012
Soggetti	New business enterprises Entrepreneurship Business planning Success in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	principle 1. Find a marketplace challenge that needs to be solved or improved -- principle 2. A better mousetrap is not enough -- principle 3. If you ain't passionate about your idea, no one else will be -- principle 4. Experiment! -- principle 5. If you are not falling (occasionally), you are not aiming high enough -- principle 6. Work hard (you'll be amazed at how many people don't) -- principle 7. The key entrepreneurial trait : knowing how to spot an opportunity -- principle 8. Successful entrepreneurs are not risk takers ; they are calculated risk-takers -- principle 9. You : yes, you : MUST have an advisory board -- principle 10. Research the market ; narrow the options ; act! -- principle 11. There is no sense making a mistake unless you can learn from it -- principle 12. What is the most effective tool to solve a problem or deal with a crisis? SWOT -- principle 13. If it ain't broke : break it. Don't be complacent. Always improve. Always get better -- principle 14. Be a mensch -- principle 15. Ten steps to take before you make your move into entrepreneurship -- principle 16. Secrets, techniques, and strategies of the successful entrepreneurs I have worked with -- principle 17. Give back -- principle 18. Say thank

you.

Sommario/riassunto

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.
