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Autore	Masterson Michael <1950->
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Nota di contenuto	THE RELUCTANT ENTREPRENEUR; CONTENTS; FOREWORD: IS THIS AN "INSPIRATIONAL" BOOK?; ACKNOWLEDGMENTS; INTRODUCTION: Entrepreneurship: What It Is . . . and Isn't; THE REALITY OF CALCULATED RISK; THE RELUCTANT ENTREPRENEUR; LAUNCHING A SUCCESSFUL BUSINESS TAKES MORE THAN MOTIVATION; IT'S OKAY TO BE CAUTIOUS; SUCCESS IS NOT A ROLL OF THE DICE; AND ONE MORE THING . . . ; CHAPTER 1: WHAT, EXACTLY, IS A RELUCTANT ENTREPRENEUR?; PHILIP KNIGHT'S STORY; WHAT WE CAN LEARN FROM THIS . . . ; HATCHING A BUSINESS WHILE YOU KEEP YOUR DAY JOB; THE MYTH OF THE "ENTREPRENEURIAL TYPE" CHAPTER 2: THE FIRST QUESTION YOU MUST BE ABLE TO ANSWER RULE NUMBER ONE OF RELUCTANT ENTREPRENEURSHIP; YOUR INITIAL CHALLENGE: GENERATING POSITIVE CASH FLOW; EDUCATING YOURSELF ABOUT BUSINESS; CHAPTER 3: WHAT IT TAKES TO BE A SUCCESSFUL RELUCTANT ENTREPRENEUR; THE RELUCTANT ENTREPRENEUR IS A

SMART ENTREPRENEUR; THE FOUNDATION OF YOUR BUSINESS: SIX STRATEGIC CHOICES YOU HAVE TO MAKE AT THE VERY BEGINNING; IT'S NOT ROCKET SCIENCE; CHAPTER 4: HATCHING THE NEW BUSINESS: OVERCOMING FEAR AND TAKING ACTION; YOUR FIRST THREE ACTION STEPS; HOW DO YOU FIND A MENTOR?; PUTTING FEAR ON YOUR SIDE CHAPTER 5: THE MAGIC HAPPENS WHEN YOU HIRE SUPER STARS RECOGNIZING SUPERSTAR POTENTIAL; KNOWING WHAT YOU'RE LOOKING FOR; HOW DO YOU FIND THESE PEOPLE?; THE CARE AND FEEDING OF A SUPERSTAR; HOW TO STRUCTURE A SUPERSTAR ORGANIZATION; THE BEST INVESTMENT YOU WILL EVER MAKE; CHAPTER 6: MASTERING THE ART OF BUSINESS RELATIONSHIPS; THE RELUCTANT ENTREPRENEUR'S GUIDE TO MAKING FRIENDS IN HIGH PLACES; 12 WAYS TO GET PEOPLE TO WANT TO DO BUSINESS WITH YOU; A SIMPLE TRICK THAT WILL MAKE IMPORTANT PEOPLE WANT TO TALK TO YOU HOW TO GET OTHERS TO TELL YOU THEIR MOST VALUABLE SUCCESS SECRETS-A TECHNIQUE I LEARNED FROM A SELF-MADE MULTIMILLIONAIRE NEVER PASS UP THE OPPORTUNITY TO MAKE A CONNECTION THAT CAN DO YOU SOME GOOD; SEEK OUT MUTUALLY-BENEFICIAL PARTNERSHIPS; IT DOESN'T TAKE MUCH TO MAINTAIN RELATIONSHIPS WITH ALL YOUR IMPORTANT CONTACTS-EVEN HUNDREDS OF THEM; CHAPTER 7: HOW TO BECOME A MARKETING GENIUS; EVERY BUSINESS IS ABOUT THE SELLING; THE BEAUTY OF DIRECT MARKETING; MASTERING THE ART OF PERSUASION; THE DIFFERENCE BETWEEN WANTS AND NEEDS; THE DIFFERENCE BETWEEN FEATURES AND BENEFITS THE DIFFERENCE BETWEEN BENEFITS AND DEEPER BENEFITS THE USP: MAKING YOUR PRODUCT STAND OUT FROM THE COMPETITION; HOW TO USE YOUR USP TO CREATE A SUCCESSFUL ADVERTISING CAMPAIGN; RESIST THE URGE TO TRY SOMETHING COMPLETELY DIFFERENT; SHORT-TERM RESULTS VERSUS LONG-TERM PROFITS; CHAPTER 8: MAINTAINING CONTROL OF YOUR GROWING BUSINESS; PUSHING HARD FOR PROFITS; YOU CAN NEVER, EVER STOP PUSHING ON EVERY SINGLE FRONT; HOW MUCH OF YOUR PROFITS SHOULD GO INTO YOUR POCKET-AND HOW MUCH SHOULD GO BACK INTO YOUR BUSINESS?; WHY YOU SHOULD IGNORE THE "EXPERTS" AND DETERMINE YOUR OWN COMPENSATION CREATE A CULTURE THAT RESPECTS MONEY

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## Sommario/riassunto

"Intelligent strategies for starting and growing a small business with minimal personal financial risk A comprehensive guide for entrepreneurs from one of the most successful business creators in recent years, *The Reluctant Entrepreneur: Turning Dreams into Profits* addresses the fears and misconceptions that many people have about starting their own businesses, walking prospective owners through the necessary decisions they need to make before even putting a business plan in place. Presenting solid, reliable strategies based on author Michael Masterson's own successful practices, and debunking some common illusions entrepreneurs have about their businesses, the book is a vital resource for anyone looking to avoid the pitfalls that threaten fledgling companies. Packed with insights from an entrepreneur who has launched and sold dozens of business, presented in a lively and conversational style Some 600,000 new businesses are launched each year and with an uncertain economy, more and more people are looking for a stream of income separate from their 9 to 5 job Filled with highly applicable advice that budding and professional entrepreneurs can start using immediately Essential reading for small business owners and both first time and established entrepreneurs, *The Reluctant Entrepreneur* presents the smart strategies on starting and

growing a small business that can make launching your own company a  
cinch"--

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