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Collana	Entrepreneurship and small business management collection, , 1946-5661
Altri autori (Persone)	McLeanBruce E
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Soggetti	Entrepreneurship New business enterprises Success in business
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Nota di contenuto	Chapter 1. Great ideas become great businesses -- Chapter 2. Business planning, startup research, and feasibility -- Chapter 3. Launching a business like you really mean it -- Chapter 4. Resources and foundation building -- Chapter 5. Leadership, and how to be a great business leader -- Chapter 6. You need to learn to deal with all sorts of people -- Chapter 7. Money, investment, and partnerships -- Chapter 8. Marketing and market penetration strategies that actually work -- Chapter 9. Branding goes way beyond a pretty logo -- Chapter 10. Sales are your mainstays to survival and growth -- Chapter 11. Evolving your business: capitalizing on growth and change -- Chapter 12. Operating your business -- Chapter 13. Dealmaking in your favor -- Chapter 14. Communications, networking, and playacting -- Chapter 15. Business is a game best played to win -- Chapter 16. Creating value and net worth -- Chapter 17. Exit strategies: getting out with money in your jeans -- Chapter 18. We are only human: stories from the trenches.
Sommario/riassunto	Business academia offers an excellent entrepreneurial foundation. Ten reality sets in. This book bridges the gap between academia and real business, to counsel by example, and to deliver timely, actionable recommendations to capitalize on opportunities, or to sidestep hidden

business grenades. Advice is best delivered by those who have successfully walked the entrepreneurial trail, but not without incurring some scars along the way. That's us. For the university instructor or professor, this book adds another dimension to what is being taught, and facilitates the lecturers' ability to convey important business lessons in bite-size morsels.
