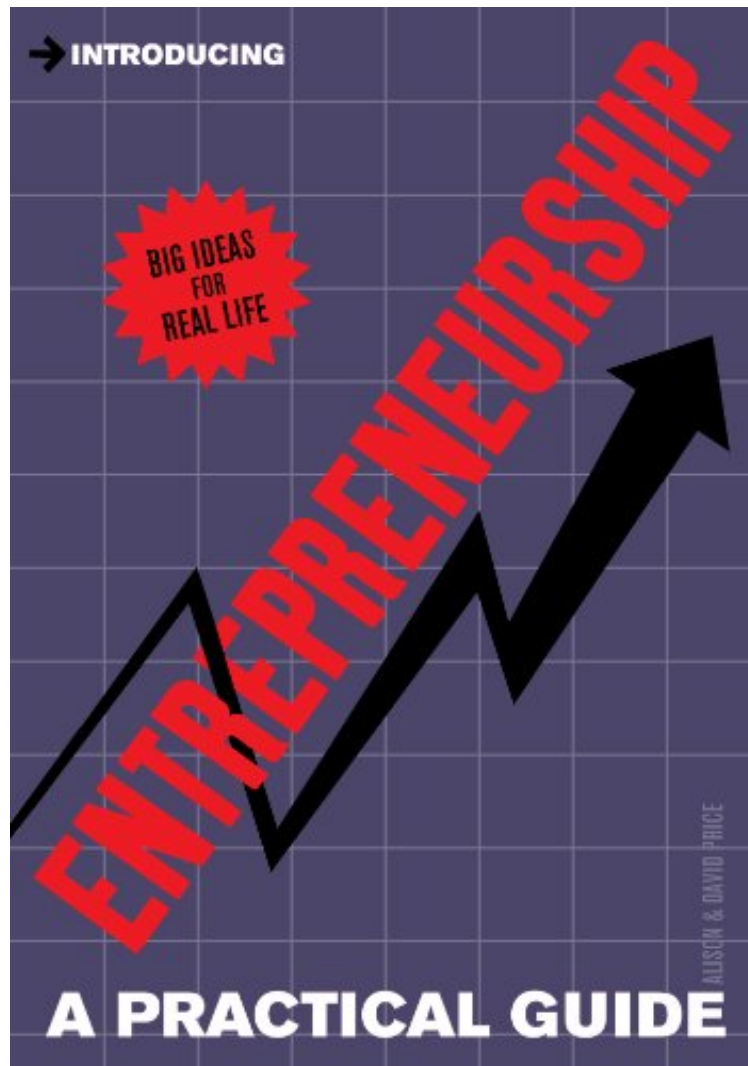


[Read download] Introducing Entrepreneurship: A Practical Guide (Introducing...)

Introducing Entrepreneurship: A Practical Guide (Introducing...)

Alison Price, David Price

*audiobook / *ebooks / Download PDF / ePub / DOC*



 Download

 Read Online

#2578936 in eBooks 2013-08-01 2013-08-01 File Name: B00KFEJOQ2 | File size: 57.Mb

Alison Price, David Price : Introducing Entrepreneurship: A Practical Guide (Introducing...) before purchasing it in order to gage whether or not it would be worth my time, and all praised Introducing Entrepreneurship: A Practical Guide (Introducing...):

1 of 2 people found the following review helpful. Interesting and useful for anyone career-orientedBy chelsea_cain_fanIf you're contemplating starting a business and don't want to skim through a book with a plethora of info that you won't retain, this pocket guide is highly recommended. It gets straight to the point in each chapter and it makes the reader think. Even if you're not wanting to start a business, it's still useful for the less ambitious career-oriented folk like myself. For example, Chapter 17 discusses networking which is applicable to anyone wanting to advance their career. The book is well researched, it comprises of quotes and accounts of over 15 entrepreneurs from various businesses. One of my favorite chapters is on 'Converting leads to sales'. The authors provide a "David and

Goliath" case about how the CEO of a newborn 3 person company impressively landed a contract with a nationwide Fortune 500 company! How did he do it? Well you'll just have to order the book.

Introducing Entrepreneurship: A Practical Guide reveals the stories of the world's greatest entrepreneurs, distilling the key points into down-to-earth, realistic advice to help you turn any business opportunity into a successful venture while avoiding the pitfalls of pursuing a pipe dream.

'One of the most helpful pocketbooks on its subject'. * Business Quarter *From the Author

Introducing Entrepreneurship: A Practical Guide is a book that reveals a blueprint for success for the modern-day entrepreneur who wants to start a business. This entrepreneurship book will reveal many important areas of what it takes to start up a business and grow it, so that you learn what you need to know in order to become a successful entrepreneur. Within this entrepreneurship book you'll discover the ideas, winning strategies and expert advice from modern-day entrepreneurs, which you can apply to start your own business. So whether you have the urge to start a business and want to learn how best to do it, or you have begun your entrepreneurial journey and want to take your business to the next level of success, this practical and inspirational guide will help you make your business perform at its best. While researching entrepreneurship, particularly among the current generation of entrepreneurs, we've commonly found a modern and far less risky approach to starting a new business. Advances in technology and communication have made it easier to start a business from home in the comfort of your armchair with little more than a laptop, Internet connection, some spare time and a bucketload of enthusiasm. Therefore among modern entrepreneurs we've found a very common pattern - aspiring entrepreneurs frequently have an idea for a new business and begin to trade without a formal business plan or a bank loan. Their emphasis is on testing the market with very little risk and minimal financial investment. Using this strategy, they hone their niche, research their target market, and critically, this period of 'dabbling' confirms the decision about whether to go ahead or not. The philosophy is very much along the lines of, 'little to lose, everything to gain.' In this entrepreneurship book you'll discover how entrepreneurs set out to start-up their business: How entrepreneurs take less risk by starting up their business without having to quit their day job

The key factors that are behind whether somebody will become an entrepreneur

The vital ingredients for entrepreneurship to be successful and sustainable

When to go into business with a partner and when to control a business on your own

The way to determine what products or services you will provide

How you can enjoy the benefits of having a niche without the risk of being too focused

What you can do to test the market, so that you can be sure your start-up business will be a success

What approach to business plans entrepreneurs actually use

How to create a great brand for you and your business

You'll discover in this entrepreneurship book how to grow your business start-up:

How to make sure you are charging the right price for your products and services and not falling into the trap of the traditional way to value what your business provides

What you need to include on your website to engage with your clients and give them what they want

The key principles you need to know in order to get people to know about your business and draw customers to it

How to deliver an elevator pitch for your business to get the interest of potential clients

How to go about generating leads for your business

The way to find win-win outcomes for clients and convert leads into sales

Tap into the great potential for being referred for new business

How to make networking work for you by employing the right mindset and focusing on successful outcomes

Gain new clients by leveraging the power of social media to build relationships in the right way

You'll also discover in this entrepreneurship book how to take your business start-up to the next level:

How to ramp up your marketing so that you expand the reach of your business

Grow your existing business by tapping into the best resource for finding out what else your business could be supplying

How to identify potential allies that can help grow your business for you

How to manage the expectations of others so that you can maintain a healthy work-life balance

Expand your business through getting the right people onboard who can drive your business forward

Create a business portfolio by utilizing your experience as an entrepreneur and becoming a serial entrepreneur

Identify when is the right time for you to hand over running of your business so that you can make the most of your success as an entrepreneur

By following the stories of each entrepreneur and learning the lessons they provide, as well using the business start-up blueprint that we have discovered, you'll be on your way to developing yourself into an entrepreneur able to grow a successful business start-up. Nothing gives us greater pleasure than hearing how readers of Introducing Entrepreneurship: A Practical Guide are benefiting from the blueprint for business start-up success and turning their passions into profits. We invite you to submit your success stories, whether large or small, so that we can hear how our readers are improving their entrepreneurial skills and creating successful businesses.