

# Entrepreneurs Are Made Not Born: Secrets From 200 Successful Entrepreneurs: Secrets From 200 Successful Entrepreneurs - Lloyd E. Shefsky

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This guide contains advice from 200 magnates and "entrepreneurs" such as Ben Cohen (Ben and Jerry's Homemade Ice Cream), Fred Smith (Federal Express), Jay Pritzker (Hyatt Hotels) and Harold Geneen (ITT). Going beyond mere biography, the author draws from each interviewee's experiences to develop targeted lessons in entrepreneurship. Topics covered include: idea generation ("begin with a dream"), fear of failure ("myths that stop you"), risk-taking ("the trap of the attractive track"), business development ("chase the dream, not the rainbow") and special considerations for women entrepreneurs. This book should appeal to both fledgling and current entrepreneurs and venture capitalists, bankers, accountants, lawyers and everyone who needs to understand entrepreneurs to deal with them better. Author: Shefsky, Lloyd E. Publisher: McGraw-Hill Illustration: N Language: ENG Title: Entrepreneurs are Made Not Born: Secrets From 200 Successful Entrepreneurs: Secrets From 200 Successful Entrepreneurs Pages: 00241 (Encrypted PDF) On Sale: 1993-07-08 SKU-13/ISBN: 9780070570252 Category: Business & Economics : Entrepreneurship Category: Business & Economics : Small Business - General

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