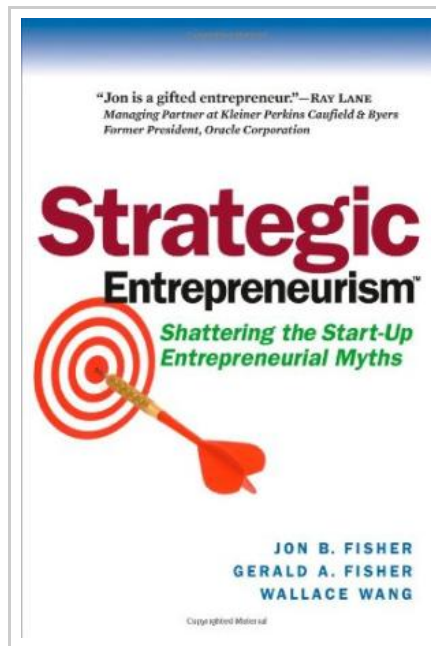




Strategic Entrepreneurism: Shattering the Start-Up Entrepreneurial Myths

By Jon Fisher; Gerald Fisher; Wallace Wang

SelectBooks, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: The dream of nearly every entrepreneur is to create the next big-name success story like Dell Computers or Google. While it is nice to dream big, the reality is that most startups fail precisely because they're trying to become the next big-name success. The real secret to entrepreneurial success lies in Strategic Entrepreneurism, where you design a company specifically to be acquired by a larger one. A thorough understanding of this concept is crucial in our modern economic environment with its focus on technological efficiency and its plethora of highly acquisitive organizations. This informative guide shows ambitious entrepreneurs how to design their companies towards the path of least resistance, the maximum payoff, and the lowest amount of risk. If you are thinking about starting up a business, you need a plan. And Strategic Entrepreneurism needs to be a part of it! Book jacket.



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