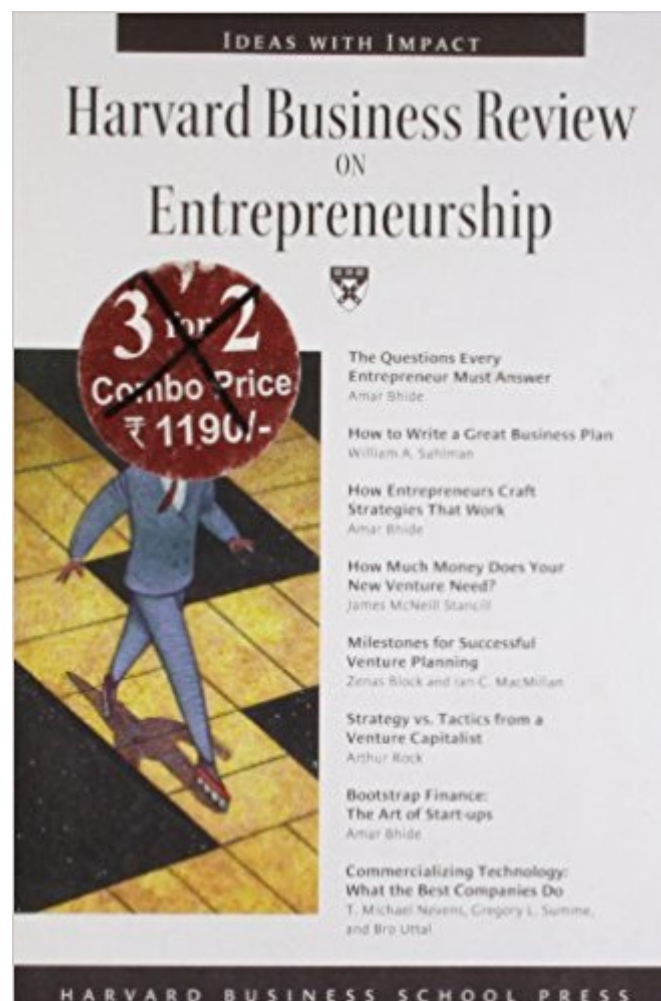




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Harvard Business Review On Entrepreneurship (Harvard Business Review Paperback Series)



Synopsis

Beginning with the basics of writing a business plan, this wide-ranging resource moves on to cover sophisticated topics such as how to navigate the world of venture capital funding and strategies for turning technological innovations into successful marketplace realities. Harvard Business Review on Entrepreneurship offers valuable insights for all types of business pioneers. The Harvard Business Review Paperback Series is designed to bring today's managers and professionals the fundamental information they need to stay competitive in a fast-moving world. Here are the landmark ideas that have established the Harvard Business Review as required reading for ambitious business people in organizations around the globe. Articles include: The Questions Every Entrepreneur Must Answer by Amar V. Bhide; How to Write a Great Business Plan by William A. Sahlman; How Entrepreneurs Craft Strategies That Work by Amar V. Bhide; How Much Money Does Your New Venture Need? by James McNeill Stancill; Milestones for Successful Venture Planning by Zenus Block and Ian C. MacMillan; Strategy vs. Tactics from a Venture Capitalist by Arthur Rock; Bootstrap Finance: The Art of Start-Ups by Amar V. Bhide; and Commercializing Technology: What the Best Companies Do by J. Michael Nevens, Gregory L. Summe, and Bro Uttal.

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Since 1984, Harvard Business School Press has been dedicated to publishing the most contemporary management thinking, written by authors and practitioners who are leading the way.

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Great book very helpfull inormation contains

This book helped me go through the basics of starting up a company, it helped me clear up simple ideas with a few basics questions. It's diversity of topics and the arrangement of them, make it very simple to follow. Great book, very happy with it, i'll certainly go back to it as my company goes. R

This book is really a compilation of Harvard Business Review articles on the subject of entrepreneurship. As with all HBR articles, these are quite informative. That being said, different chapters will appeal to different readers, depending if you are a practicing entrepreneur, business school student, or academic observer of entrepreneurship. Since I am primarily a practicing entrepreneur, my favorite chapters are those written by Amir Bhide: The Questions Every Entrepreneur Must Answer, How Entrepreneurs Craft Strategies That Work, and Bootstrap Finance: The Art of Start-Ups. All of these chapters are especially well-written and convey practical information that will enhance the likelihood of success for any start-up entrepreneur. The legendary venture capitalist Arthur Rock also contributes a chapter that contains valuable information. While this book may not be a primary reference or source of inspiration for practicing entrepreneurs, it makes for some excellent complementary reading. Steven K. Gold Author, *An Entrepreneur's Notebook: Practical Advice for Starting a New Business Venture*

Amazing how some entrepreneurial concepts are just as relevant today despite a whole world of change that has occurred since these men ruled the world.

HBR on Entrepreneurship is a recommended reading for people who would like to be entrepreneurs. It teaches the basics and provides tricks on how to go about being an entrepreneur and establishing a new company. It was very useful for my Entrepreneurship course at Robert Kennedy College.

One of the best books you can get, if you are interested in studying entrepreneurship. real life examples. simply, it is a Harvard Business Review.

This compilation of old articles from HBR is somewhat disjointed and definitely out-of-date. The book is not much more than a blatant attempt to trade on the HBR name at the expense of the consumer.

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