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The Effective Entrepreneur

By George Von Gehr

iUniverse, United States, 2007. Paperback. Book Condition: New. 223 x 147 mm. Language: English . Brand New Book ***** Print on Demand *****. Entrepreneurs experience the highest highs and the lowest lows (sometimes in the same day); events reverse themselves at such speeds that they can easily shred a person's psyche. The issues range across customers, products, technical programs, competitors, employees, and investors . (see Rule No. 58) There is a fine line between self confidence and arrogance; an entrepreneur must walk that fine line, falling on neither side but right in the middle . (see Rule No.3) I wish I had had this book as I started and built companies over the years. It would have been an invaluable resource. It is wisdom, concisely and accurately presented, that takes years to accumulate and should be required reading for every entrepreneur. Rodney Perkins, MD, Silicon Valley serial entrepreneur: Cohesion, Collagen, DFine, Earlens, Laserscope, Novacept, Pulmonics, Resound, Sound ID, and Surgerex. The Effective Entrepreneur is the first compendium of value-building principles specifically designed for entrepreneurs and sequenced according to the company's growth cycle. The 59 rules are organized around the four chronological stages of emerging enterprise evolution in the...



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