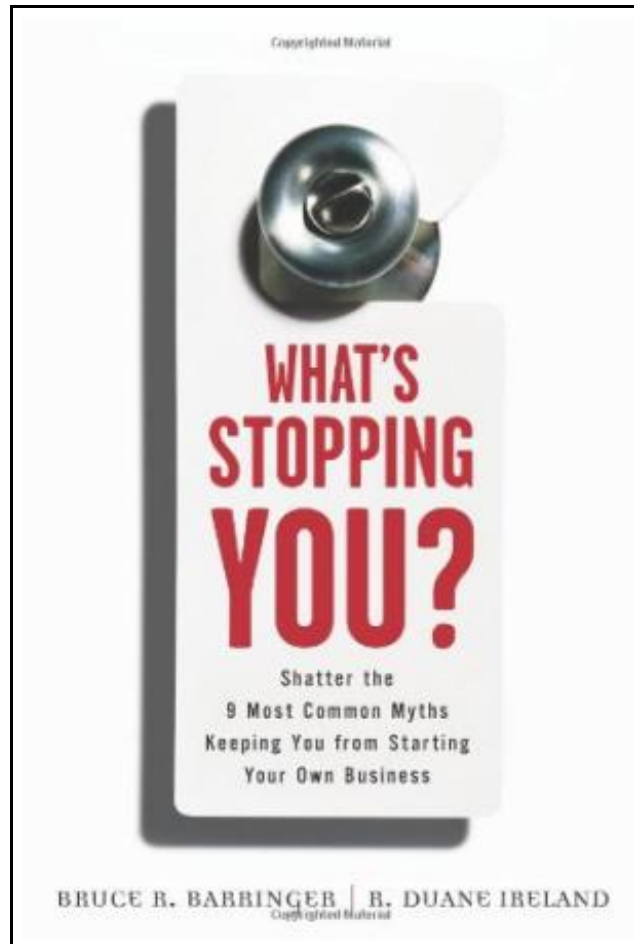


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Pearson Education (US), United States, 2008. Paperback. Book Condition: New. 230 x 164 mm. Language: English . Brand New Book. This book dispels the myths surrounding the process of starting a business, and gives hope and encouragement to people who would like to give it a try. -Tim Berry, Founder and CEO, Palo Alto Software Creators of the World's Most Popular Bruce Barringer and Duane Ireland's new book, *What's Stopping You?* is an insightful and thought-provoking examination of nine common myths that discourage individuals from starting new businesses. This book is much-needed and long overdue. The value of *What's Stopping You?* is that it effectively debunks the false premises that too often preclude acts of business start-up. *What's Stopping You?* is an encouraging, instructive, and eloquently written book that would be a valuable addition to any aspiring entrepreneur's bookshelf. Jeffrey G. Covin, Samuel and Pauline Glauinger Professor of Entrepreneurship, Kelley School of Business, Indiana University, Bloomington, Indiana Over the years I have observed many seemingly great business opportunities never get off the ground. Quite often, what holds these aspiring entrepreneurs back are common misconceptions about the difficulties and risks of starting a new business. In *What's Stopping You?*, Professors Barringer and Ireland systematically break down the myths that hold many entrepreneurs back from pursuing their dreams. Jeffrey R. Cornwall, The Jack C. Massey Chair in Entrepreneurship, Belmont University, Nashville, Tennessee Barringer and Ireland simultaneously demystify start-up misconceptions and empower readers to explore their own opportunity with renewed passion. Many prospective entrepreneurs feel trapped by myths, the authors carefully detail the myth's fallacies and encourage the reader to see beyond start-up stereotypes. Future and experienced entrepreneurs have much to learn from *What's Stopping You?* Sarah Schupp, Founder/CEO, University Parent Media, Boulder, Colorado Creating...



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