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companies and
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economies that
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shape world
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business today
and tomorrow.
Digital
entrepreneurship
and the
companies
steering it have
an enormous

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*global impact;
they promise to
transform the
business world
and change the
way we
communicate
with each other.
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and artificial
intelligence to
enhance the*

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decisions and
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demonstrates
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continuing to
evolve; how
cryptocurrencies*

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how platforms
are created to
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business, and
how, taken
together, these
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provide new
opportunities in
the digitalized
era. Further, it*

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*discusses a wide
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chatbots, voice
search,
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provides a
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perspectives on
the opportunities

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*emanating from
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thought
leadership
mapped into a
very useful
framework.
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entrepreneurs*

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companies to

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developed new
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revolution has
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chapters and 14
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entrepreneurs
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*ask why
establishing ICT
start-ups on a
continental and
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to help Kenya to*

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ICT innovations
that improve the
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waiting on the
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nations to do the
same.

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Wiley & Sons
The 21st
century has
brought about
new trends in e
ntrepreneurshi
p and
development.

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***In this
insightful
volume, a cast
of expert
contributors
explore how
these new
trends, along
with a variety
of political,
cultural and
social
influences,***

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**have affected e
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p, in all of its
manifestations.
In every
industry, there
are companies
that take off.
They
effortlessly hire
talented
people, attract
loyal**

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customers,
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create cool
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products and
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make lots of
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money. These
What
companies
seem to stand
out and scale
up quickly with
support from
investors,
partners and
the media.

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Sadly, most companies don't perform this way. Most entrepreneurs aren't building anything of value. They work hard, make sacrifices, struggle, dream, plan and strive, but

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***in the end, it
doesn't pay off.
This book sets
out a method
for building a
business that
becomes a
valuable asset.
It focuses you
on transforming
your
organisation
into something***

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making an
impact. It's
time to, stand
out, scale up
and build a
business that
has a life of its
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is short,
simple and
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allows you to
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of a big book
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*what is at the
heart of the
revolution our
society is
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the 19th
century, we
would have
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make his
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successful; how
to develop a
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how to make
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money doing
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what you love
World
to do; that the
companies of
the future will
be small and
international.
*The concept of
the
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Revolution means that the way of doing business has radically changed. This book is designed to help you identify the opportunities available to you. Today, the

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means available
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to people to
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carry out a
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of all
Who
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the means of
the past. So
you have to get
out of your
comfort zone to
use them and
create

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something
To Develop Your
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current global
entrepreneurial
revolution,
what the
emerging
markets are and
how to tap into
it to achieve
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and 3-D
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manufacturing
to the desktop.
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stom-
fabricated, do-
it-yourself
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and creation,
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the collective
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potential of a
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million garage
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tinkerers and
What
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about to be
unleashed,
driving a
resurgence of
American
manufacturing.
A generation of

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model will help
drive the next
big wave in the
global economy,
as the new
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digital design
and rapid
prototyping
gives everyone

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the power to in
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vent--creating
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"the long tail
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of things".
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p and Big Data
Change Agents
in India's
Rural
Development
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Key Person of

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How to Develop
Your
Entrepreneurial
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Start a

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**Have you ever
queued for a
restaurant? Pre-
ordered
something months
in advance?
Fought for
tickets that
sell out in a
day? Had a
hairdresser with
a six-month
waiting list?
There are people**

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**who don't chase
clients, clients
chase them. In a
world of endless
choices, why
does this
happen? In this
book,
entrepreneur and
author Daniel
Priestley
explains why
and, most
importantly,**

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**how. This is a
recipe for
ensuring demand
outstrips supply
for your product
or service, and
you have scores
of customers
lining up to
give you money**

**Entrepreneurship
is the process
of starting a
business or**

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other
organization.
The entrepreneur
develops a
business model,
acquires the
human and other
required
resources, and
is fully
responsible for
its success or
failure.**

Entrepreneurship

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operates within
an
entrepreneurship
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and tired of the
results you are
creating - or
aren't creating
- in your
business, your
job, your life,
and your

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relationships
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and you are
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once and for
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all. Read this
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to be passionate
and excited
about what you
do, impact
others, and be
focused on a
product or

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**service that
brings about a
bigger good to
the world and
will allow you
to leave a
legacy that
makes you proud.
Read this book
if you know that
creating profits
is the bloodline
to your business
and life, and**

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**are ready to do
whatever it
takes to grow,
generate more
revenue, and
build ultimate
success for
yourself. It's
time to
REVOLUTIONIZE
YOUR LIFE.
Four different
types of
ventures created**

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by entrepreneurs
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are explored in
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and aggressive
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The Fourth
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roadmap for the
future...that can
help us make
sense of the
technological
changes reshaping
our economy and

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the world. A
fascinating read"
(Sheryl Sandberg,
Facebook COO and
founder of
LeanIn.org). Steve
Case—a pioneer
who made the
Internet part of
everyday life—was
on the leading
edge of a
revolution in 1985
when he co-

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founded AOL, the first Internet company to go public and the most successful business of the 1990s. Back then Case was an entrepreneur in an industry that hadn't really been invented yet, but he had a sense how dramatically

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the Internet would transform business and society. In *The Third Wave*, he uses his insights garnered from nearly four decades of working as an innovator, investor, and businessman to argue the importance of entrepreneurship

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and to chart a path
for future

innovators. We are
entering, as Case
explains, the “Third
Wave” of the

Internet. The first
wave saw AOL and
other companies
lay the foundation
for consumers to
connect to the
Internet. The
second wave saw

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companies like Google and Facebook build on top of the Internet to create search and social networking capabilities, while apps like Snapchat and Instagram leveraged the smartphone revolution. Now, Case argues, we're

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entering the Third Wave: a period in which entrepreneurs will vastly transform major “real world” sectors such as health, education, transportation, energy, and food—and in the process change the way we live our daily lives. Part

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memoir, part
manifesto, and part
playbook for the
future, *The Third
Wave* explains the
ways in which
newly emerging
technology
companies will
have to rethink
their relationships
with customers,
with competitors,
and with

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governments; and offers advice for how entrepreneurs can make winning business decisions and strategies—and how all of us can make sense of this ever-changing digital age.

In communities across America, people are trying to

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entrepreneurs.

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They know
entrepreneurs add
jobs, character and
vitality to a

community's
economy. Beyond
Collisions gets
behind the
meetups, the
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the hackathons to
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how to support
entrepreneurs -
how to build the
entrepreneurial infr
astructure. Entrepre
neurship is poised
to take its place
alongside
attraction and
retention as a key
economic
development
strategy. In
traditional

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economic development, there is a defined process for the attraction and retention of companies. With entrepreneurship, there's been no infrastructure, no roadmap. In most communities, efforts to support entrepreneurs are

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fragmented.
Beyond Collisions
provides a clear,
proven path to
building the
entrepreneurial
infrastructure that
can enable people
to start and grow
thriving companies.
It's not one
program, no silver
bullet. It's a
process, a strategy

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to identify, connect
and empower
entrepreneurial
support resources,
and then measure
the results. Maria
Meyers, Kate Pope
Hodel and the
SourceLink team
have been working
in Kansas City and
across the country
for 15 years,
listening, learning

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and leading. They join with others, the entrepreneurs of entrepreneurship, to share hard-earned lessons about how to build the kind of inclusive, supportive network that encourages entrepreneurship. Beyond Collisions

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explores key
questions. Section
One addresses why
should a
community support
entrepreneurship,
what an
entrepreneurial
infrastructure looks
like and who
benefits. Section
Two provides
practical, tactical
steps to identify,

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connect, empower
and measure the
entrepreneurial
infrastructure.
Section Three
outlines strategies
around marketing,
funding and leader
ship. Sprinkled
throughout are
stories from the
field, firsthand
accounts of
building networks,

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encouraging
entrepreneurs and
analyzing
outcomes.
Don't just make
money...make a
difference. As a
social
entrepreneur, you
can build a
business that
changes the world.
But you will face
some unique

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challenges. This book will prepare you for them. Packed with advice, inspiration and real-life stories, it will help you: Define what you want to do and why you want to do it Find the right kind of funding Build a brand that makes you unique

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Find a team as
motivated and
inspired as you are
Measure the
impact you're
having How to be a
Social

Entrepreneur is the
only social
enterprise start-up
guide you'll ever
need. "This is the
seminal book on
social enterprise"

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Network 2012 "An
essential read for
any aspiring or
existing social
entrepreneur. Full
of practical
examples of real
life social
enterprise
scenarios and
written in Robert's
usual
uncomplicated**

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format" —Marc
Davies, Wales Co-
operative Centre
Limited.
walescoop.com**

**And Start
A Business That
Works**
"Social enterprises
need social
entrepreneurs. This
book will help you
decide is you've
got what it takes to
be one" —Peter
Couchman, Chief
Executive, Plunkett

Access Free Entrepreneur Revolution: How Foundation, To Develop Your plunkett.co.uk

"This very practical
book will guide you
as to what it takes
to be a social
entrepreneur.

Enjoy it and then
do it!" —Lord

Andrew Mawson
OBE, author of The
Social
Entrepreneur:
Making

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To Develop Your
Communities Work,
amawsonpartnersh
ips.com "I was
genuinely
impressed by how
comprehensive it
is!" —Peter
Holbrook, CEO,
Social Enterprise
Coalition, socialent
erprise.org.uk "A
treasure trove filled
with practical
insight and**

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knowledge that will
give you the edge
to start, grow a
sustainable and
successful social
enterprise"

—Stephen Gyasi-
Kwaw,
CEO/Founder Youth
Enhancement
Int.Ghana "I
particularly
enjoyed the section
on sales, which is a

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fundamental topic
too often
neglected" —Andy
Brady, '3rd Sector
Futures', Anglia
Ruskin University,
anglia.ac.uk Robert
Ashton is a leading
small business
troubleshooter,
entertaining small
business speaker
and the bestselling
author of many**

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business books
including How to
Start a Business for
Entrepreneurs,
Instant
Entrepreneur and
The Entrepreneur's
Book of Checklists.
Ready to generate
sales, build brand
buzz, and watch
your cash flow
soar?

Entrepreneurs,

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To Develop Your
Pilot to Profit clears
up the confusion of
modern entreprene
urship—so you can
build a smart,
successful, and
sustainable
business with sky-
high returns. If you
find yourself
overwhelmed with
questions—Do I
really need to be**

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on Instagram,
To Develop Your
Facebook and
Twitter? How do
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these other people
command such
high fees (and how
can I)? How do I
double my profits
this year without
doubling the
work?—this book
can provide
answers to help
you get unstuck, as

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well as proven strategies to help your business get found and turn connections into paying customers, whether you're an established enterprise or just starting out. Learn how to: Gain a stronger money mindset and stop sabotaging your

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ability to be paid
what you're worth
for the work you do
Set your money-
making "radar" on
high alert Create a
clearly defined
business model
that maximizes
what comes in,
with less effort put
out Find the right
channels to grow
your business so

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you can reach
To Develop Your
more people
Create content that
Entrepreneurial
raises your
Mindset And Start
credibility and puts
A Business That
you on the map
Works
(because without
great content, your
business might
never be found)
Use email and
social media to
grow your fan base
Lastly, you'll walk**

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away
understanding how
to sell what you do,
whom to sell it to,
and precisely how
to find and connect
with those people.
This book takes
you step-by-step
on your journey to
building a
successful,
profitable business
you love. With Pilot

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to Profit, you're
officially cleared for
takeoff.
Entrepreneurial
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and Development
in the 21st Century
Oversubscribed
Navigating Modern
Entrepreneurship
to Build Your
Business Using
Online Marketing,
Social Media,
Content Marketing**

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and Sales
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... and how to use
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The World
A Business That
Entrepreneurship
Forum's Guide to
Works
Business Success
Around the World
Entrepreneurship,
Small Business and
Public Policy
Steve Case,
cofounder of**

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America Online and
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Revolution and New
Entrepreneurial
York Times
Minds: And Start
bestselling author
of *The Third Wave*,
Shows how
entrepreneurs
across the country
are building
groundbreaking
companies,
renewing
communities, and

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creating new
jobs—in the process
reimagining the
American landscape
and bringing people
together around a
shared future. In
2014, Steve Case
launched
Revolution's Rise of
the Rest, an
initiative to
accelerate the

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growth of tech
To Develop Your
startups across the
Entrepreneurial
country. Rise of the
Mindset And Start
Rest is based on a
A Business That
simple idea: cities
Work
can be renewed
and rise again if
they develop a
vibrant startup
culture. A visionary
entrepreneur
himself, Case
believes that great

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entrepreneurs can
To Develop Your
be found anywhere,
Entrepreneurial
and can thrive with
Mindset And Start
the proper support
A Business That
and investment. In
Works
fact, they're key to
the American DNA.
After all, America
itself was a startup.
It struggled to get
going and almost
didn't make it.
Today it's the

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leader of the free world, in part because it has the world's largest economy—a testament to several generations of pioneering entrepreneurs. But America needs help keeping its promises, as it is harder today for

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innovators who live
To Develop Your
outside the major
Entrepreneurial
tech hubs. For most
Mindsot And Start
of the past decade,
A Business That
seventy-five
Works
percent of venture
capital has gone to
just three
states—California,
New York, and Mass
achusetts—while
the forty-seven
states making up

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the rest of the country have been forced to share the remaining twenty-five percent. And it's even harder for some people no matter where they live. Less than ten percent of venture capital currently goes to female founders, and less

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than one percent to Black founders. Since new companies—startups—are responsible for net new job creation, it is essential that entrepreneurs everywhere have the opportunity to start and scale companies. Rise of the Rest is about

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Will
leveling the playing
field for everybody,
and in the process
creating
opportunity and
jobs for the people
and places that
have been left
behind. This book
tells that story and
provides a hopeful
perspective on the
future of America.

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In The Rise of the
To Develop Your
Rest: How
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New American
Dream, Case takes
readers on an
exhilarating journey
into the startup
communities that
are transforming
cities nationwide.

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Rise of the Rest's
signature road
trips, on a big red
tour bus, have
created significant
local and national
buzz and
spotlighted
communities large
and small that have
committed to a new
tech-enabled
future. Along the

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way, Case
To Develop Your
introduces readers
Entrepreneurial
to dozens of
Mindset And Start
entrepreneurs
A Business That
whose inspirational
World
stories of struggle
and achievement
match the most
iconic examples of
American invention.
To date, Case has
traveled to forty-
three cities on his

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WORKS
Rise of the Rest bus
tour and has been
featured on 60
Minutes, and in The
New York Times,
USA TODAY, Fast
Company, and The
Wall Street Journal.
With dedicated
venture funds,
backed by an iconic
group of investors,
executives, and

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entrepreneurs
To Develop Your
including Jeff Bezos,
Eric Schmidt, Meg
Whitman, John
Doerr, Sara Blakely,
and Ray Dalio, Rise
of the Rest also
invests in the most
promising high-
growth startups
located anywhere in
the US outside of
Silicon Valley, New

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York City, and
To Develop Your
Boston. The fund
Entrepreneurial
has invested in
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more than 175
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companies across
Works
more than eighty
cities, including:
Phoenix,
Chattanooga,
Chicago, Denver,
Detroit, Louisville,
Baltimore,
Columbus, St.

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Louis, Green Bay,
Madison, Buffalo,
Kansas City,
Minneapolis,
Cincinnati, Miami,
Dallas, Salt Lake
City, Omaha,
Atlanta, Pittsburgh,
Nashville,
Indianapolis, New
Orleans, and
dozens of others.
Public policy

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interventions aimed at encouraging, supporting and developing small businesses are important for understanding entrepreneurship and small business management. This textbook is the first to provide teachers and students with a

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resource that gives
an overview of how
institutional and
policy structures
interact with small
firm start-ups,
continuation and
succession/failures.
Beginning with a
brief introduction to
policy processes,
the text covers the
main policy

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instruments for
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entrepreneurial
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market entry and
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start-up support, for
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on-going small
What
business advice and
financial support,
and succession
planning. It
particularly focuses
on policies that
improve the
Business Enabling

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through
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macroeconomic
policy, institutional
reform, and
deregulation of
bureaucratic
burdens.

Theoretical rigour is
complemented by
detailed
assessments of
current policies

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around the world,
including USA,
advanced and
emerging
economies and
Policy support from
global institutions
such as the World
Bank and the ILO
are included.

Written by a pre-
eminent scholar of
public policy and

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entrepreneurship,
this textbook
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subject for Master's
students
internationally.
Policy
recommendations
in the author's
conclusion also
highlight the book's

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value to policy-
To Develop Your
makers as they
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adapt to the
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globalized, digital
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world.

Words
In our digital world,
it's easy to overlook
the power of a snail
mail marketing
piece. But think
again because
when you could
earn as much as a

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1,300% ROI, why
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would you not want
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to generate more
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leads, orders, and
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sales with the
Works
power of direct
mail? It's time to
transform your
marketing. It's time
for The Direct Mail
Revolution. In this
book legendary
copywriting pioneer

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and marketing
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expert Robert W.
Entrepreneurial
Bly shares his
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groundbreaking
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strategies for
Winning
winning customers
and earning profits
with direct mail.
Dive in and learn
how to: Create a
comprehensive
direct mail
marketing strategy

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Design marketing materials that connect with your target customers

Craft letters, brochures, and postcards that stand out

Seamlessly integrate direct mail with your digital marketing strategy

Avoid the

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most common snail
mail mistakes that
will get ignored
Plus, you'll receive
Bly's very own
templates, samples,
and checklists to
ensure your direct
mail materials earn
you the highest ROI
possible.

Despite the world's
elation at the Arab

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Spring, shockingly little has changed politically in the Middle East; even frontliners Egypt and Tunisia continue to suffer repression, fixed elections, and bombings, while Syria descends into civil war. But in the midst of it all, a

quieter revolution
has begun to
emerge, one that
might ultimately do
more to change the
face of the region:
entrepreneurship.
As a seasoned
angel investor in
emerging markets,
Christopher M.
Schroeder was
curious but

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skeptical about the
future of investing
in the Arab world.

Travelling to Dubai,
Cairo, Amman,
Beirut, Istanbul, and
even Damascus, he
saw thousands of
talented,
successful, and
intrepid
entrepreneurs, all
willing to face

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cultural, legal, and
societal
impediments
inherent to their
worlds. Equally
important, he saw
major private
equity firms,
venture capitalists,
and tech companies
like Google, Intel,
Cisco, Yahoo,
LinkedIn, and

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PayPal making
To Develop Your
significant bets,
Entrepreneurial
despite the
Mindset And Start
uncertainty in the
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region. With Startup
Rising, he marries
his own
observations with
the predictions of
these tech giants to
offer a surprising
and timely look at
the second stealth

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Middle East-one
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Works
revolution in the
Middle East-one
that promises to
reinvent it as a
center of innovation
and progress.

The 7 Day Startup
Big Boom

Working Backwards

Digital Kenya

The Entrepreneurial
Revolution

Remaking the

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dramatic growth
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any environment

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Entrepreneurs
Can Succeed,
small business
expert and
President and
CEO of Deluxe
Corp. Barry C.
McCarthy
delivers a
stirring

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inspiring
stories from the
company's
106-year history
and anecdotes
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show Small
To Develop Your
Business
Revolution, this
book offers
readers the
opportunity to
learn how to
grow and thrive
in their
business in any
environment,
from a booming
economy to a
post-pandemic

marketplace.
Whether you're just starting to plan your new business or you are a seasoned veteran in the small business trenches, you'll discover a wealth of information to help you structure your

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business to
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reach customers,
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find talent,
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understand
finances, and so
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much more.
Works.

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guidance on: How
to get your
costs in line
when your
expenses have
changed

Mastering new

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payroll,
Manage And Start
including
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contactless and
Works
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Maintaining
relationships
with your
existing
customers while
reaching out to
new ones How to
manage cash and,

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how to retain
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employees
through lean
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times, and more
Miniset And Start
Perfect for the
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millions of
Works
brave,
courageous, and
strong
individuals who
plan to start or
run a small
business during
one of the most

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challenging
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times in recent
memory, Small
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Revolution is an
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indispensable
guide to helping
your enterprise
survive and
succeed during
unprecedented
challenges.

"The Lean
Entrepreneur"

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banishes the
"Myth of the
Visionary" and
shows you how
you can
implement
proven,
actionable
techniques to
create products
and disrupt
existing markets
on your way to
entrepreneurial

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success. This
guide combines
the concepts of
customer
insight, rapid
experimentation,
and actionable
data from the
Lean Startup
methodology to
allow
individuals,
teams, or even
entire companies

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to solve
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problems, create
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value, and ramp
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up their vision
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quickly and
Works
efficiently.

A practical
guide to the new
economy that is
transforming the
way we live,
work, and play.
Uber. Airbnb.
Amazon. Apple.

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PayPal. All of
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these companies
disrupted their
Entrepreneurial
markets when
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they launched.
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Today they are
Works
industry
leaders. What's
the secret to
their success?
These cutting-
edge businesses
are built on
platforms: two-

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sided markets
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that are
Entrepreneurial
revolutionizing
Mindset And Start
the way we do
business.

Written by three
Works
of the most
Platform
sought-after
Platform
experts on
Revolution is
platform
businesses,
the first

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authoritative,
To Develop Your
fact-based book
Entrepreneurial
on platform
models. Whether
platforms are
connecting
sellers and
buyers, hosts
and visitors, or
drivers with
people who need
a ride, Geoffrey
G. Parker,
Marshall W. Van

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Alstyne, and
Sangeet Paul
Choudary reveal
the what, how,
and why of this
revolution and
provide the
first "owner's
manual" for
creating a
successful
platform
business.
Platform

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Teaches
newcomers how to
start and run a
successful
platform
business,
explaining ways
to identify
prime markets
and monetize
networks.
Addressing
current business

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leaders, the
authors reveal
strategies
behind some of
today's up-and-
coming
platforms, such
as Tinder and
SkillShare, and
explain how
traditional
companies can
adapt in a
changing

marketplace. The authors also cover essential issues concerning security, regulation, and consumer trust, while examining markets that may be ripe for a platform revolution, including

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healthcare,
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education, and
Entrepreneurial
energy. As
digital networks
increase in
ubiquity,
businesses that
do a better job
of harnessing
the power of the
platform will
win. An
indispensable
guide, Platform

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charts out the
brilliant future
of platforms and
reveals how they
will irrevocably
alter the lives
and careers of
millions.

The one primer
you need to
develop your
entrepreneurial
skills. Whether

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you're imagining
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your new
Entrepreneurial
business to be
Mindset And Start
the next big
A Business That
thing in Silicon
Works
Valley, a
pivotal B2B
provider, or an
anchor in your
local community,
the HBR
Entrepreneur's
Handbook is your
essential

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resource for
getting your
company off the
ground. Starting
an independent
new business is
rife with both
opportunity and
risk. And as an
entrepreneur,
you're the one
in charge: your
actions can make
or break your

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Mindset And Start
A Business That
Works

business. You
need to know the
tried-and-true f
undamentals--fro
m writing a
business plan to
getting your
first loan. You
also need to
know the latest
thinking on how
to create an
irresistible
pitch deck,

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mitigate risk
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through
Experimentation,
and develop
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unique
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opportunities
Works
through business
model
innovation. The
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Handbook
addresses these
challenges and

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more with
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practical advice
Entrepreneurial
and wisdom from
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archive. Keep
Works
this

comprehensive
guide with you
throughout your
startup's
life--and
increase your
business's odds

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for success. In
the HBR
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find: Step-by-
step guidance
through the
entrepreneurial
process Concise
explanations of
the latest
research and
thinking on
entrepreneurship

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from Harvard
To Develop Your
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contributors
Entrepreneurial
such as Marc Start
Andreesen and
Mindset And Start
Reid Hoffman
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Time-honed best
practices
Stories of real
companies, from
Airbnb to eBay
You'll learn:
Which skills and
characteristics

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potential
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Works
The basics of
business models
and competitive
strategy How to
test your assump
tions--before
you build a
whole business

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How to select
the right legal
structure for
your company How
to navigate
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angel investors
to accelerators
and crowdfunding
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sales and
marketing

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your venture
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leaders must do
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to build culture
Works
and set
direction as the
business keeps
growing HBR
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provide
ambitious
professionals

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with the
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frameworks,
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advice, and
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tools they need
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to excel in
Works
their careers.
With step-by-
step guidance,
time-honed best
practices, real-
life stories,
and concise
explanations of
research

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Harvard Business
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comprehensive
volume helps you
to stand out
from the
pack--whatever
your role.

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The Digital
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How to Build

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Places are
Building the New
American Dream
How to Create
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Business and
Society
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practicing
business
attorney with
startup
experience in
the
environmental
and technology

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sectors, this
comprehensive
handbook
assists
entrepreneurs
in tackling the
wide variety of
opportunities
to go green. A
one-stop
resource for
entrepreneurs,
it helps

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readers
To Develop Your
incorporate
Entrepreneurial
clean
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technology,
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environmental
practices, and
green business
approaches into
the work
environment.
The book
discusses how
to sell to

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Wins
utilities,
explores
fundraising
outlets for
green
businesses,
covers
government
incentives,
presents key
startup tools
aimed at green
businesses, and

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addresses
To Develop Your
challenges of
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many new
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businesses,
A Business That
such as raising
Money and
making sales.
Additional
resources are
available on
the book's
website.

The Definitive

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Guide to Doing
Business in
Africa For
global and
Africa-based
companies
looking to
access new
growth markets,
Africa offers
exciting
opportunities
to build large,

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profitable
To Develop Your
businesses. Its
Entrepreneurial
population is
Mindset And Start
young, fast-
A Business That
growing, and
Worth
increasingly ur
banized--while
rapid
technology
adoption makes
the continent a
fertile arena
for innovation.

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But Africa's
business
environment
remains poorly
understood;
it's known to
many executives
in the West
only by its
reputation for
complexity,
conflict, and
corruption.

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To Develop Your
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provides the
inside story on
business in
Africa and its
future growth
prospects and
helps
executives
understand and
seize the

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opportunities
for building
profitable,
sustainable
enterprises. That
From senior
leaders in
McKinsey's
African offices
and a leading
executive on
the continent,
this book draws

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on in-depth
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proprietary
Entrepreneurial
research by the
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McKinsey Global
Institute as That
well as

McKinsey's
extensive
experience
advising
corporate and
government
leaders across

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Africa.
To Develop Your
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Works
Brimming with
company case
studies and
exclusive
interviews with
some of
Africa's most
prominent
executives,
this book comes
to life with
the vibrant

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stories of
those who have
navigated the
many twists and
turns on the
road to
building
successful
businesses on
the continent.
Combining an
unrivalled fact
base with

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expert advice
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on shaping and
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executing an
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Africa growth
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strategy, this
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book is
required
reading for
global business
executives
looking to
expand their
existing

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operations in
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market for the
first time.

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has transformed
business
opportunities
and strategies

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in a resolutely
practical and
data-driven
project And Start
universe. This
book is a
comprehensive
and analytical
source on entre
preneurship and
Big Data that
prospective
entrepreneurs

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must know
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before
Entrepreneurial
embarking upon
Mindset And Start
an
A Business That
entrepreneurial
Worth
journey in this
present age of
digital
transformation.
This book
provides an
overview of the
various aspects

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of entrepreneur
To Develop Your
ship, function,
Entrepreneurial
and
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contemporary
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forms. It
Works
covers a real-
world
understanding
of how the
entrepreneurial
world works and
the required
new analytics

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thinking and
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computational
Entrepreneurial
skills. It also
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encompasses the
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essential
World
elements needed
when starting
an
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journey and
offers
inspirational
case studies

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from key
industry
leaders. Ideal
reading for
aspiring
entrepreneurs,
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and Big Data:
The Digital
Revolution is
also useful to
students,
academicians,

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researchers,
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and
Entrepreneurial
practitioners.
Mindset And Start
101 management
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the world's
Works
best management
thinkers – the
fast, focussed
and express
route to
success. As a
busy manager,

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you need
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solutions to
Entrepreneurial
everyday work
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problems fast.
A Business That
The Little Book
of Big

Management
Theories gives
you access to
the very best
theories and
models that
every manager

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Your Business That
Will
and Bates
concentrate on
the theories
that really
matter to
managers day-to-
day. Each
theory is

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covered in two
pages – telling
you what it is,
how to use it
and the
questions you
should be
asking – so you
can immediately
apply your new
knowledge in
the real world.

The Little Book

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of Big
To Develop Your
Management
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Theories will
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ensure you can:
A Business That
Quickly resolve
World
a wide range of
practical
management
problems Be a
better, more
decisive
manager who
gets the job

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done Better
motivate and
influence your
staff,
colleagues and
stakeholders

Improve your
standing and
demonstrate
that you are
ready for
promotion All
you need to

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apply it – in a
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Startup Rising
Business That
What do
Entrepreneurs
Create?

5 Step Sequence
to Becoming One
of the Most
Highly Valued
and Highly Paid
People in Your

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Everything You
Need to Launch
and Grow Your
New Business
Understanding
Four Types of

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Entrepreneurship, 5th
Edition helps aspiring
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Works
understand the
process of starting a
new venture and
appreciate the vital
role of
entrepreneurship in
the economy. This
accessible textbook
explains the steps
involved in starting a

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new company, and offers insights on engaging with startups as investors, bankers, accountants, lawyers, vendors, customers, and employees. Delving into the real-world trials and tribulations of entrepreneurship, the text covers every stage of the entrepreneurial

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process, from
searching for an
opportunity and
molding it into an
attractive product or
service, to launching,
growing, and
eventually harvesting
the new venture. The
fully revised and
updated fifth edition
integrates core
concepts of
entrepreneurship and

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practical case
To Develop Your
studies—enabling
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students to develop
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an inclusive
A Business That
perspective on how
Works
businesses are born,
grow, and succeed or
fail. The authors
explore the
entrepreneurial
competitiveness of
nations throughout
the world, describe
the critical factors for

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starting a new
enterprise and
building it into a
successful business,
and demonstrate how
to build a workable
business model. Clear,
straightforward
chapters cover each
essential area of
entrepreneurship,
including marketing,
strategy, team
building, financial

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projections, business
planning, and more.
Over the last two
centuries, the
experiences of the
first wave of
industrialized
countries in Europe
and the US, and the
more recent
experiences of the
East Asian Tigers,
Indonesia, Malaysia,
Thailand, China, India,

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and Vietnam, have
To Develop Your
illustrated the
Entrepreneurial
transformative nature
Mindset And Start
of industrialization.
A Business That
There are reasons to
Works
believe that
industrialization will
continue to be one of
the major engines of
growth,
transformation, and
socioeconomic
development.
Industrial

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development enables
a more rapid
advancement toward
developed country
living standards. But
many challenges
remain, and new
challenges have
arisen. These include:
integration into
global value chains;
the shrinking of
policy space in the
present international

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order; the rise of the
Asian driver
economies; new
opportunities
provided by resource-
based
industrialization; the
accelerating pace of
technological change
in manufacturing;
how to deal with
jobless growth in
manufacturing;
creating adequate

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systems of financial
intermediation; and
how to respond to the
threats of global
warming and climate
change. Under
present conditions it
may be more difficult
than ever for the
poorer developing
countries to foster
industrial
development and
structural change.

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They face a more complex, and daunting set of circumstances than the developing countries that embarked on industrialization after 1950. These changing and challenging circumstances require new thinking, and in particular new

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paradigms to guide
researchers, policy
makers, and
international
development
organizations in the
future. The book
includes chapters on
the experiences of
Africa, Latin America,
China, and Indonesia,
as wells as thematic
chapters on structural
change, jobless

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growth, the evolution
of industrial policy,
and the challenges of
environmental
sustainability and
climate change. It
provides a timely
analysis of the
circumstances and
challenges facing
developing countries
in industrialization,
and offer fresh ideas
for new paradigms to

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Works

carry forward
industrial policy in
the future.

Between the 18th and
19th centuries,
Britain experienced
massive leaps in
technological,
scientific, and
economical
advancement
Introducing the
global mind-set
changing the way we

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do business. In this
To Develop Your
fascinating book,
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global
entrepreneurship
Mindset And Start
expert Daniel
A Business That
Isenberg presents a
Works
completely novel way
to approach business
building—with the
insights and lessons
learned from a
worldwide cast of
entrepreneurial
characters. Not bound

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by a western, Silicon
Valley stereotype, this
group of courageous
and energetic doers
has created a global
and diverse mix of
companies destined
to become
tomorrow ' s leading
organizations.
Worthless,
Impossible, and
Stupid is about how
enterprising

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individuals from
around the world see
hidden value in
situations where
others do not, use
that perception to
develop products and
services that people
initially don ' t think
they want, and
ultimately go on to
realize extraordinary
value for themselves,
their customers, and

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society as a whole.
What these business
builders have in
common is a
contrarian mind-set
that allows them to
create opportunities
and succeed where
others see nothing.
Amazingly, this
process repeats itself
in one form or
another countless
times a day all over

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the world. From
Albuquerque to
Islamabad, you will
travel with Isenberg
to discover unusual
yet practical insights
that you can use in
your own business.
Meet the founders of
Grameenphone in
Bangladesh, PACIV in
Puerto Rico, Sea to
Table in New York,
Actavis in Iceland,

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Studio Moderna in
Slovenia, Hartwell
Metals in Hong Kong
and Southeast Asia,
Given Imaging in
Israel, WildChina in
China, and many
others. You ' ll be
moved by the stories
of these plucky start-
ups—many of them
fueled by adversity
and, more often than
not, by necessity.

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Great stories,
stunning successes,
crushing
failures—they're all
here. What can we, in
the East and West,
learn from them?

What can you
learn—and what will
these entrepreneurial
stories, so
compellingly told,
inspire you to do? Let
this book open doors

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for you where you
To Develop Your
once saw only walls.
Entrepreneurial
If you 've ever felt
Mindset And Start
a glimmer of an idea
A Business That
into something
Works
extraordinary, these
stories are for you.
Green Entrepreneur
Handbook
Evolution and
revolution
Beyond Collisions
Worthless, Impossible

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and Stupid
How Contrarian
Entrepreneurs Create
and Capture
Extraordinary Value
How to Get People
Lining Up to Do
Business with You
The Rise of the Rest
Working Backwards
is an insider's
breakdown of
Amazon's approach

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to culture,
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leadership, and best
Entrepreneurial
practices from two
Mindset And Start
long-time Amazon
A Business That
executives—with
Works
lessons and
techniques you can
apply to your own
company, and career,
right now. In
Working Backwards,
two long-serving

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Amazon executives reveal the principles and practices that have driven the success of one of the most extraordinary companies the world has ever known.

With twenty-seven years of Amazon experience between them—much of it

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unmatched
Entrepreneurial
innovation that
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created products and
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services including
Works
Kindle, Amazon
Prime, Amazon
Studios, and Amazon
Web
Services—Bryar and
Carr offer
unprecedented

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access to the
Amazon way as it
was developed and
proven to be
repeatable, scalable,
and adaptable. With
keen analysis and
practical steps for
applying it at your
own company—no
matter the size—the
authors illuminate

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how Amazon's
fourteen leadership
principles inform
decision-making at
all levels of the
company. With a
focus on customer
obsession, long-term
thinking, eagerness
to invent, and
operational
excellence,

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Amazon's ground-level practices ensure these characteristics are translated into action and flow through all aspects of the business.

Working Backwards is both a practical guidebook and the story of how the company grew to

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become so
To Develop Your
successful. It is filled
Entrepreneurial
with the authors' in-
Mindset And Start
the-room
A Business That
recollections of what
Works
“Being Amazonian”
is like and how their
time at the company
affected their
personal and
professional lives.
They demonstrate

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that success on
To Develop Your
Amazon's scale is
Entrepreneurial
not achieved by the
Mindset And Start
genius of any single
A Business That
leader, but rather
Works
through commitment
to and execution of a
set of well-defined,
rigorously-executed
principles and
practices—shared
here for the very

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first time. Whatever
your talent, career or
organization might
be, find out how you
can put Working
Backwards to work
for you.

A no-nonsense,
implementable
handbook for taking
part in the
Entrepreneur

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Revolution We are
living in
revolutionary times;
times with an impact
as significant and far-
reaching as the
previous Industrial
Revolution was to
the Agricultural Age.
Technological shifts
have allowed micro-
businesses to

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compete with large corporations. Small business can now have a global footprint, can be structured in low tax environments, move products anywhere in the world, and access unprecedented levels of support.

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Revolution means taking the initiative to do something that you love, something that you're good at, and something that will make you money. This masterclass in gaining an entrepreneurial mindset will show

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how to change the
way you think, the
way you network,
and the way you
make a living.

Includes new
statistics, activities,
case studies, and
research Takes a
look at how the brain
can affect the
entrepreneurial

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mindset Offers new
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ideas for
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entrepreneurs
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starting a new
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business Helps you
Works
shake off old ideas
and make a great,
independent leap
forward This
inspiring and
practical book shows
you how to break

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free from The
To Develop Your
Industrial Revolution
Entrepreneurial
mindset, quit
Mindset And Start
working so hard,
A Business That
follow your
Works
dream—and make a
fortune along the
way.

A no-nonsense,
implementable
handbook for taking
part in the

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Revolution We are
Entrepreneurial
living in
Mindset And Start
revolutionary times;
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times with an impact
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