



Fundamentals for Becoming a Successful Entrepreneur: From Business Idea to Launch and Management

Malin Brannback, Alan Carsrud

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This is the complete, up-to-date guide to creating a successful new venture. Using real-life examples, it helps you assemble every piece of the puzzle: you, your team, your opportunity, your business concept and revenue model, your resources, and your successful launch, execution, and growth.

The authors illuminate entrepreneurial mindsets, motivation, attitudes, and leadership, and cover the entire process of starting a company, from idea through your first four years of operations. You'll learn how to recognize, define, test, and exploit opportunities; transform ideas into revenue models that earn sustainable value; demonstrate viability to funders; establish a strong ethical and legal foundation for your concept; and build a thriving team to execute on it.

You can use this guide's entrepreneurship techniques and approaches in many ways: to build a profitable new venture, to succeed as a self-employed professional, to make a non-profit or public agency more successful, or even to transform your current organization!

Entrepreneurship: From dreams to outcomes

Defining success for yourself—and achieving it

Designing concepts for profitability and growth

Planning your high-potential business, step by step

Innovating in product/service development and marketing

Delivering something new that your market will value

Building your entrepreneurial venture, one person at a time

Developing great teams—and avoiding common hiring mistakes

Mastering the essentials of entrepreneurial finance

Revenue models, financing options, metrics, and growth

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