



The Smart Entrepreneur: The Book Investors Don t Want You to Read. (Paperback)

By Rocky Richard Arnold Phd

Createspace, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The author has written a book for hard-working and imaginative people - entrepreneurs - who have a passion to create valuable technology, products, and companies. Whether you are an inventor with an idea, an aspiring entrepreneur of any age, or a highly experienced senior leader, your goal is to start with an idea and create a successfully-funded start-up company. The ability to navigate the entrepreneurial environment is enhanced by following the guidance provided by the serial entrepreneur and author of the book The Smart Entrepreneur: The Book Investors Don t Want You to Read. Unlike many business books that only tell the reader what to do in general terms, the focus of this book is on the specific actionable activities and process-oriented details of how to execute in a disciplined manner and achieve success. So, why wouldn t an investor want you to read this book? Perhaps they would if they believed you would perfectly execute on the idea and plan you presented. However, nothing ever works perfectly. There are a multitude of reasons why the best expectations for a business are never...



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