



What It Takes To Be An Entrepreneur: A Navigational Guide To Achieve Success

Leon Presser

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This is the first book to offer a clear guide through the issues, the challenges, the people, and the risks entrepreneurs face, as well as the rewards they obtain. The readers learn from the successes and mistakes of others who have traveled the path ahead of them. This is not a hopeful collection of generalities; this is a book of substance for the person who wants to succeed as an entrepreneur. The book covers how to: pinpoint your business vision, create your business plan, obtain funding, deal with employees, lawyers, accountants, bankers, potential investors, competitors, sales people, and many others who are part of an entrepreneur's daily life. It is a must read for the new entrepreneur. Presser has written this book to provide prospective and current entrepreneurs with a pragmatic overview of what is involved in being an entrepreneur and to help them improve their chances of success.



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