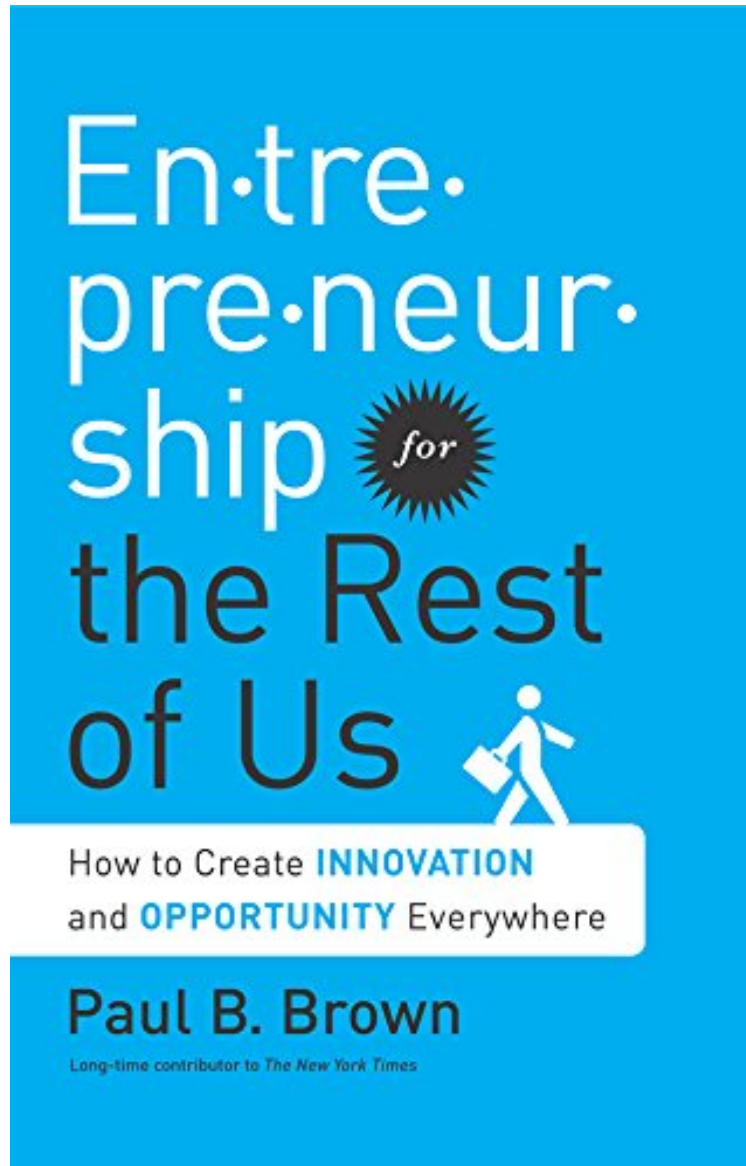


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Entrepreneurship for the Rest of Us: How to Create Innovation and Opportunity Everywhere

Paul B. Brown

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Paul B. Brown : Entrepreneurship for the Rest of Us: How to Create Innovation and Opportunity Everywhere before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurship for the Rest of Us: How to Create Innovation and Opportunity Everywhere:

0 of 0 people found the following review helpful. a good resource to anyone starting or running a businessBy Corinne Campos RodriguesBrown gives us a very insightful look into how entrepreneurs think and the similarities in how they

go about getting their business enterprise off the ground. He says that successful entrepreneurs don't spend too much time 'planning or playing' what if 'rdquo; games. Instead they can be said to follow a formula: Act, Learn, Build, Repeat. This is what enables entrepreneurs to act quickly and change their plans to respond to market needs. He breaks the myth of entrepreneurs having one perfect idea. Instead, according to him, the trick is to respond to a market need right from the beginning. Brown also looks at how they build teams, create customer loyalty and stay ahead of the competition. I enjoyed reading this book and appreciated Brown's succinct style, his insightful advice and the great examples he provided. This book would make a good resource to anyone starting or running a business. Read more here: <http://birdsontheblog.co.uk/entrepreneurship-for-the-rest-of-us/2> of 2 people found the following review helpful. Paul Brown is the 'entrepreneur whisperer'. He is a ... By Inventor Paul Brown is the 'entrepreneur whisperer'. He is a master of simplifying complex concepts and making them straightforward, actionable and affective. He understands what makes entrepreneurs go and now has shared these golden nuggets for all to see. A solid read! 0 of 0 people found the following review helpful. Not Useful By D. Hope Tais is not a good or helpful book. Classic bad 'self help'. Peppered with way too many anecdotal examples not nearly enough innovative ideas. If you've been self employed for any length of time, you'll get nothing out of this. I'm only glad I borrowed it from the local library didn't spend money on it.

Today when the competition, technology, and the economy are evolving faster than ever before, organizations and the people like us who work in them need a proven approach to help us adapt--and succeed. The key, according to Paul B. Brown, is to think like an entrepreneur, no matter what your position or industry. What works for the most successful entrepreneurs will work for us, Brown argues, whether we want to stay employed working for someone else or are thinking of going off on our own. Based on extensive research, *Entrepreneurship for the Rest of Us* reveals the best practices of the most successful entrepreneurs, those who are adept at continually innovating and seeing opportunity where others do not. They do that by following a rigid approach. For example: They never start with a new idea, but by trying to solve a market need. Financing is an afterthought. They get started with the resources at hand (not only does that allow them to move quickly, if things don't work out, they are not out much). Perfect is the enemy of good, it is much more important to get out into the marketplace with a prototype than to keep fiddling with what you have. In short, the entrepreneurial mindset is a protection against economic uncertainty, and Brown's goal is to spread that thinking to individuals and large organizations alike. Though of course we won't all start or run our own companies, we need to learn to think like entrepreneurs so that when uncertainty hits, as it will again and again, individuals and companies will be better prepared to not only survive but win.

"Brown's writing style is focused and succinct, much like the process he describes, and his advice is truly insightful. Anyone looking to start a business or expand a current one should take a page from this outstanding book." Publishers Weekly, starred review I believe entrepreneurship has to the power to go a long way toward providing the future we as individuals and corporate businesspeople aspire to have. Innately, we are all entrepreneurs, but too few of us get to practice it. *Entrepreneurship for the Rest of Us*