

Creating a Business You'll Love: Top Entrepreneurs Share Their Secrets

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What are the key factors to starting up a great new business? In Creating a Business You'll Love, more than 25 innovative entrepreneurs reveal the pivotal decisions they made that helped them to start and grow successful businesses. In insightful and entertaining essays, many of them commissioned for this book and appearing in print for the first time, top business leaders discuss their successes (and sometimes, their mistakes), what they look for when they invest in new businesses, and the principles for effectively governing new businesses or leading existing companies to greater prosperity. This is essential reading for first-time as well as seasoned entrepreneurs. Thanks to the generosity of the contributing authors, all of whom provided essays on a pro-bono basis, the royalties generated from the sale of this book will be donated to The Network for Teaching Entrepreneurship, a nonprofit organization that helps young people from lowincome communities to recognize business opportunities and plan for successful futures.



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