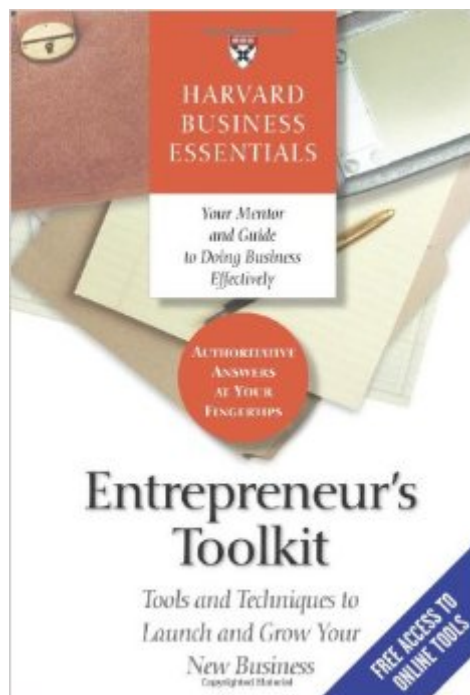


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# Entrepreneur's Toolkit: Tools And Techniques To Launch And Grow Your New Business (Harvard Business Essentials)



## Synopsis

The New Manager's Guide and Mentor. The Harvard Business Essentials series provides comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Drawing on rich content from Harvard Business School Publishing and other sources, these concise guides are carefully crafted to provide a highly practical resource for readers with all levels of experience and will prove especially valuable for the new manager. To assure quality and accuracy, a specialized content adviser from a world-class business school closely reviews each volume. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

## Book Information

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## Customer Reviews

I am at the point to run the first round of non-founder funding for my 5-year-old start-up when I grabbed this book off the bookstore's shelf. The author clearly understood the process of building a business, and knows how to get outside investors interested in a start-up. One interesting viewpoint the author held was that VCs are the most expensive financial aid a start-up can find, and offered alternatives to getting VC's funding. In the end the author addresses ways an entrepreneur can be really paid off for the efforts invested, both by way of IPO and by non-IPO means. In general, I find this book very helpful to help one understand many faces of starting up.

Although much of the material in this book can be found in other places and it's high level (as noted by a previous reviewer), the content is high quality and it's helpful to see it pulled together in one place. As a serial entrepreneur, I often rely on HBS publications. While some tend to be more academic than practical in nature, this book does a nice job balancing the two. It contains a lot of solid information based on academic research, yet places it into a context where it is useful to a practicing entrepreneur. If you are an entrepreneur seeking to start or grow a venture, this book is worth a read and is likely to provide a meaningful ROI.

Steven K. Gold  
Author, Entrepreneur's Notebook: Practical Advice for Starting a New Business Venture

As I am finding with all of the Harvard Business Review series, this book is a high level overview that serves as a general guide or summary to the practice. I have seen all of this material in other books, and there is no innovative thought or fresh strategy offered. I gave it a high rating because it is great for someone that is just starting on this subject.

I used this book for an MBA class with Jonathan Aberman at the University of Maryland's Robert H. Smith School of Business. It's short for a textbook, but the entire Harvard Business Essentials is like this. I found it to be succinct and very useful. I have no interest in starting my own business, but if I did this would be the first book I'd go to. The chapters feature good examples and lay out the concepts in a logical way. Recommended.

This was a solid book that explained the ideas and processes behind starting a successful business. It is, however, aimed at those who will be starting a business with the hopes of cashing out at \$10 million or more. Though many of the principles still apply to any size business, parts of the book are not worth much if you're not planning on a multi-million dollar business.

Awsome book to read if you are wanting to start your own business.

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