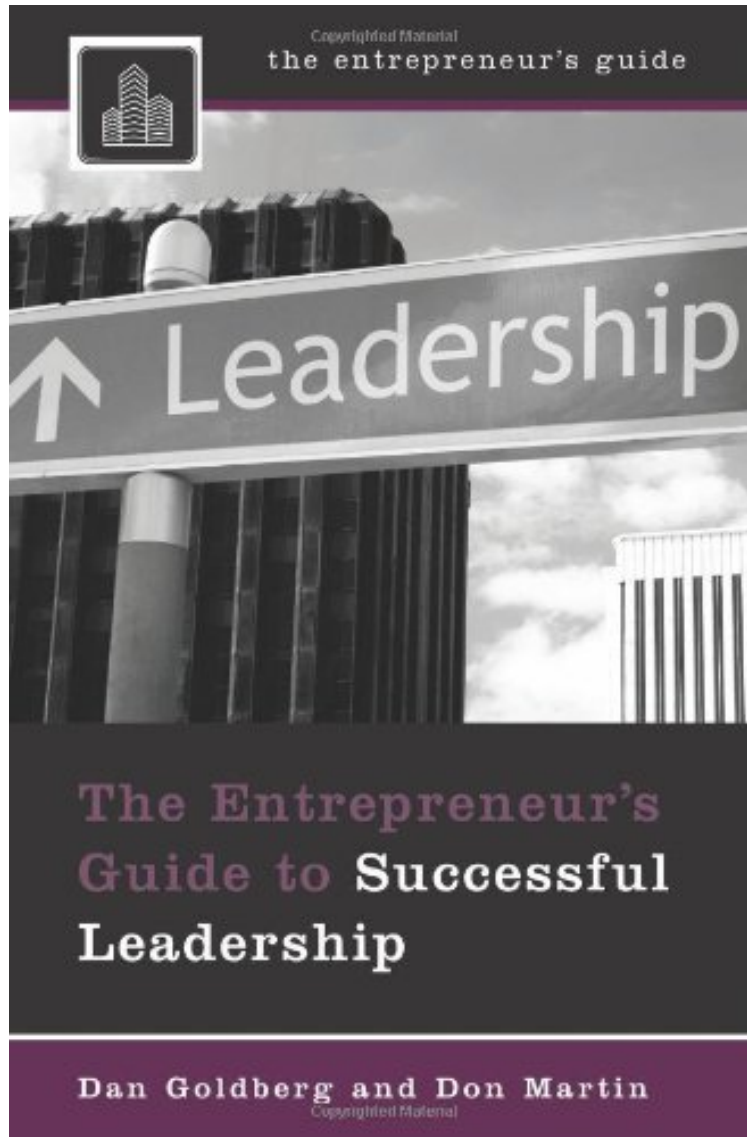


(Mobile library) The Entrepreneur's Guide to Successful Leadership (Entrepreneur's Guides (Praeger))

The Entrepreneur's Guide to Successful Leadership (Entrepreneur's Guides (Praeger))

Dan Goldberg, Don Martin
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Dan Goldberg, Don Martin : The Entrepreneur's Guide to Successful Leadership (Entrepreneur's Guides (Praeger)) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Entrepreneur's Guide to Successful Leadership (Entrepreneur's Guides (Praeger)):

0 of 0 people found the following review helpful. Great bookBy Wendy DontonThis is a great book, from a great professor. He lives what he writes. So you know what your reading, he experienced it.

It's one thing to come up with a good business idea, and quite another to marshal the people, money, and other resources entrepreneurs need to make the dream a successful reality. That's why most businesses fail within the first two years. The *Entrepreneur's Guide to Successful Leadership* helps budding moguls make it out of the toddler phase of entrepreneurship and into adolescence and adulthood with confidence. A concise and practical guide to leading smaller enterprises, the book is based on a proven, nine-step model of effective leadership developed by Dan Goldberg, the founder of the For Eyes optical chain, and entrepreneur and educator Don Martin. Step by step, readers learn what real leadership looks like and how to lead and grow the successful enterprise. Creating a vibrant business starts with understanding who you are, say the authors, and then coming up with a vision, mission, and strategy. That's the easy part. The hard part is to execute the strategy in line with your dreams, while using effective, ethical tactics to establish the business and prosper. Seasoned hands, the authors make that job easier, while helping entrepreneurs understand what makes employees tick and helping them become their productive best. The hard work not only gets easier, say the authors, it pays off as entrepreneurs watch their fledgling businesses take graceful flight. This book is a treasure chest that provides key insights and methods in the form of real-life stories, humor, strategies, techniques, exercises, checklists, templates, and other resources. Each illustrates in a unique way how good leaders achieve powerful results. Many books on leadership are gimmicky. The *Entrepreneur's Guide to Successful Leadership* focuses in clear, simple, and direct terms on the essential fundamentals, the blocking and tackling, required for business success.

"This quintessential guide to help entrepreneurs take their businesses to new heights. This book spells out the process for growing a business in a concise and user friendly manner. Whether you're just starting out or well on the road to growing a successful enterprise, this book is a must read." -Chris DiCostanzo, President and CEO Songbird Hearing, Inc

"The *Entrepreneur's Guide to Successful Leadership* is the handbook for start-up leaders. It is a comprehensive analysis of what it takes to lead young companies through their childhoods into adolescence. Dan Goldberg and Don Martin focus on the entrepreneur from the inside out. The focus on personal skills, motivations, values and ethics-as well as the realistic focus on mistakes that entrepreneurs often make-combine to make this book a must read for budding or serial entrepreneurs. Ultimately, the book helps entrepreneurs understand what they need to know about themselves-and their partners-to make their businesses successful. All in all, an incredible resource for those obsessed with founding or growing companies." -Stephen J. Andriole, Ph.D., Thomas G. Labrecque Professor of Business, Villanova School of Business

"A great resource for any entrepreneur who wants to start a new business or take their existing business to higher levels. Dan Goldberg and Don Martin walk the walk and talk the talk. This book is different than most works on the subject because Dan and Don have actually done, and continue to do, what they write about. Presented in plain language, it's an easy to read, enjoyable book packed with information and guidance that entrepreneurs can put to immediate use." -John W. Goldschmidt, Jr., Chairman, Intellectual Property Group Dilworth Paxson LLP

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About the Author Dan Goldberg is a trainer, coach, keynote speaker, entrepreneur, and marketer. Founder and former owner of the For Eyes optical chain, he has been featured in Newsweek, Business Week, Investor's Business Daily, and many other publications. He is Adjunct Professor at the Fox School of Business, Temple University Director and Senior Fellow at the Institute for Effective Leadership, and President of Dan Goldberg Consulting, L.L.C. Don Martin is a trainer, mentor, business developer and master salesman. He founded Learning Resources Technical Training, Inc., and PICE, Inc. He is Program Manager of Learning Resources for the Kutztown Small Business Development Center in Pennsylvania, and a Director and Senior Fellow at the Institute for Effective Leadership.