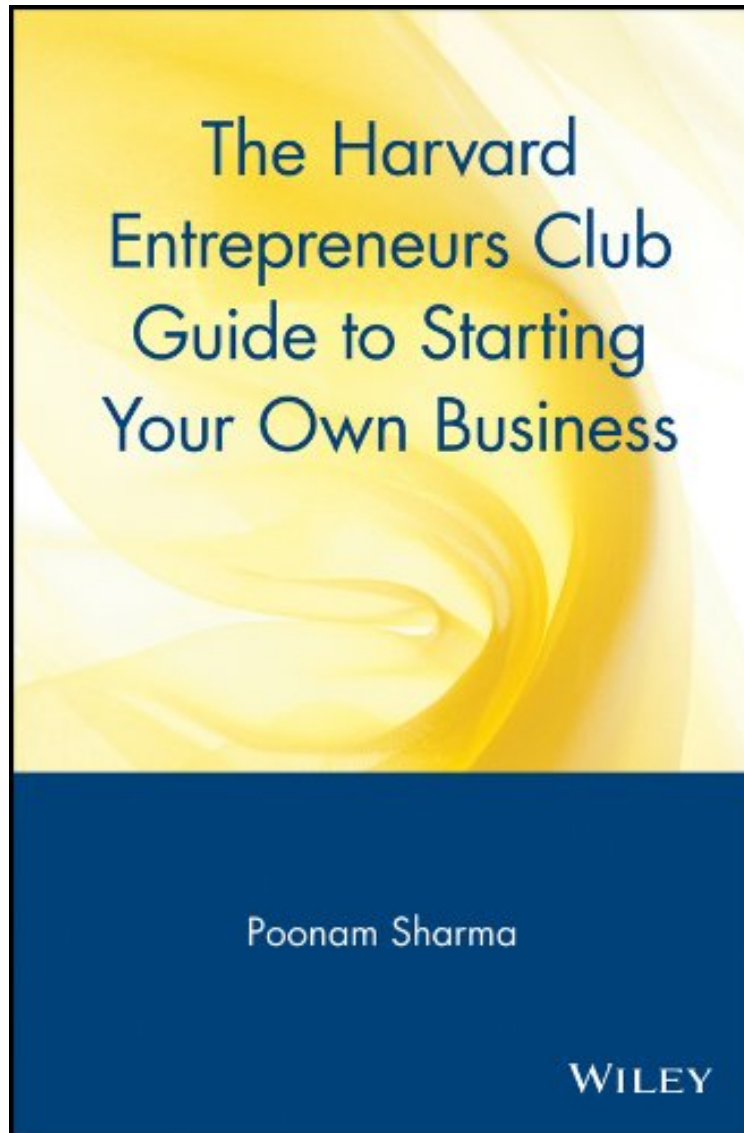


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The Harvard Entrepreneurs Club Guide to Starting Your Own Business

Poonam Sharma

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Poonam Sharma : The Harvard Entrepreneurs Club Guide to Starting Your Own Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Harvard Entrepreneurs Club Guide to Starting Your Own Business:

9 of 13 people found the following review helpful. Exceptionally well-written extremely informativeBy AZ76737The Harvard Entrepreneurs Club Guide To Starting Your Own Business is an exceptionally well-written book containing concrete information and solid advice on the subject of business start-ups. The book covers everything from

entrepreneurial thought, marketing, networking, venture capital, loans, business plans, and legal issues to business ethic. The book was written by six students from Harvard College, and the forward is written by Michael Bloomberg. The book is a pleasure to read and an indispensable source of information for anyone starting his own business. 18 of 23 people found the following review helpful. For students who want to start their own business. By Azlan Adnan This Guide is for undergraduate students and recent graduates with a great idea and want to start their own business. More and more students are seeking advice on starting their own business. The entrepreneurial spirit is thriving at Harvard, where many students, past and present, have become successful business owners--even founders of Fortune 500 companies. Now some of the bright minds of the Harvard Entrepreneurs Club have compiled their business knowledge and experience into one comprehensive manual to aid students in making their entrepreneurial dreams come true. This professional and practical guide will take you step by step through the process of starting and maintaining a business. Poonam Sharma and fellow members of the Club have tailored this useful resource to the unique issues and obstacles that students will face. You'll receive invaluable advice on formulating a business plan, advertising, legal protection, business ethics, and much more. Even if you have no professional experience, little marketing know-how, or even a small bank account, this book can teach you how to join the ever-growing ranks of students who know firsthand the pleasure--and the profit--that come from being your own boss and bringing your business idea to life. This book is highly recommended for all business students as it will ignite the entrepreneurial spirit in them. Poonam Sharma served as a Director of the Harvard Entrepreneurs Club from October 1997 to January 1999, during which time she edited this guide. The HEC is dedicated to promoting the entrepreneurial spirit and to helping undergraduate students start their own companies. Poonam Sharma is a member of the Economics Class of 1999 at Harvard. Reviewed by Azlan Adnan. Formerly Business Development Manager with KPMG, Azlan Adnan is currently Managing Partner of Azlan Koh Knowledge and Professional Management Group, an education and management consulting practice based in Kota Kinabalu. He holds a Master's degree in International Business and Management from the Westminster Business School, London. 2 of 6 people found the following review helpful. Not very helpful.. By A Customer I can't figure out why this book got so many great reviews. It is very general and vague, and its contents could have been written after a single general education course in business. This book may be better for people who have no idea whatsoever how to start their own business and need help identifying the entrepreneurial spirit. But those with a true entrepreneurial spirit have probably already taken the steps to explore and gather information that exceed the contents of this book. My opinion is that this book is generally more for high school kids or those who have no exposure to entrepreneurs in their daily life. It is definitely not worthy of the Harvard logo.

Are you a college student or recent graduate with a great idea for a business? You're not alone. All across the country, more and more students are seeking advice on starting their own businesses. The entrepreneurial spirit is thriving at Harvard, where many students, past and present, have become successful business owners--even founders of Fortune 500 companies. Now, some of the bright minds of the Harvard Entrepreneurs Club, a recognized student organization of Harvard College, have compiled their business knowledge and experience into one comprehensive manual to aid students in making their entrepreneurial dreams come true. This professional and practical guide will take you step by step through the process of starting and maintaining a business. Poonam Sharma and fellow members of the Club have tailored this useful resource to the unique issues and obstacles that students will face. You'll receive invaluable advice on formulating a business plan, advertising, legal protection, business ethics, and much more. Even if you have no professional experience, little marketing know-how, or even a small bank account, this book can teach you how to join the ever-growing ranks of students who know firsthand the pleasure--and the profit--that come from being your own boss and bringing your business idea to life.