

The Effective Entrepreneur. 2006. The Effective Entrepreneur, 2006. George Von Gehr.

9780595418541. 132 pages

Effective Entrepreneur by John Caines, The Effective Entrepreneur Books available in PDF, EPUB, Mobi Format. Download The Effective Entrepreneur books, Leading a growing business means going places where that business and perhaps that leader have not been before. Uncharted territory means dangerous territory. The path to success will be taken more rapidly, more securely and there is more time to enjoy the journey when there is a good map available. For leaders of independent businesses, The Effective Entrepreneur offers the guidance of a good map complete with helpful travel hints. These best entrepreneur books will give you basic knowledge about being an entrepreneur and share advice on what happens while on the journey to entrepreneurial success. 1. How to Win Friends and Influence People by Dale Carnegie. This book is guaranteed to change your life forever. Every entrepreneur knows that the key to a good business is good sales technique. Not only do you have to sell your product, but you also have to sell yourself and your idea. Having a great product doesn't do anything if you don't know how to approach the person and make them fall in love with you and the product. This book by Brian Tracy gives you valuable information and strategies about how to make more selling by focusing on one thing - the person. Entrepreneurs should read these books as "how to books" to beat large companies in their own markets. Chris Dixon, an investor at Andreessen Horowitz and a former cofounder and CEO of Hunch, notes: "The Innovator's Dilemma" popularized the (often misused) phrase "disruptive technology," but there's a lot more than that one big idea.