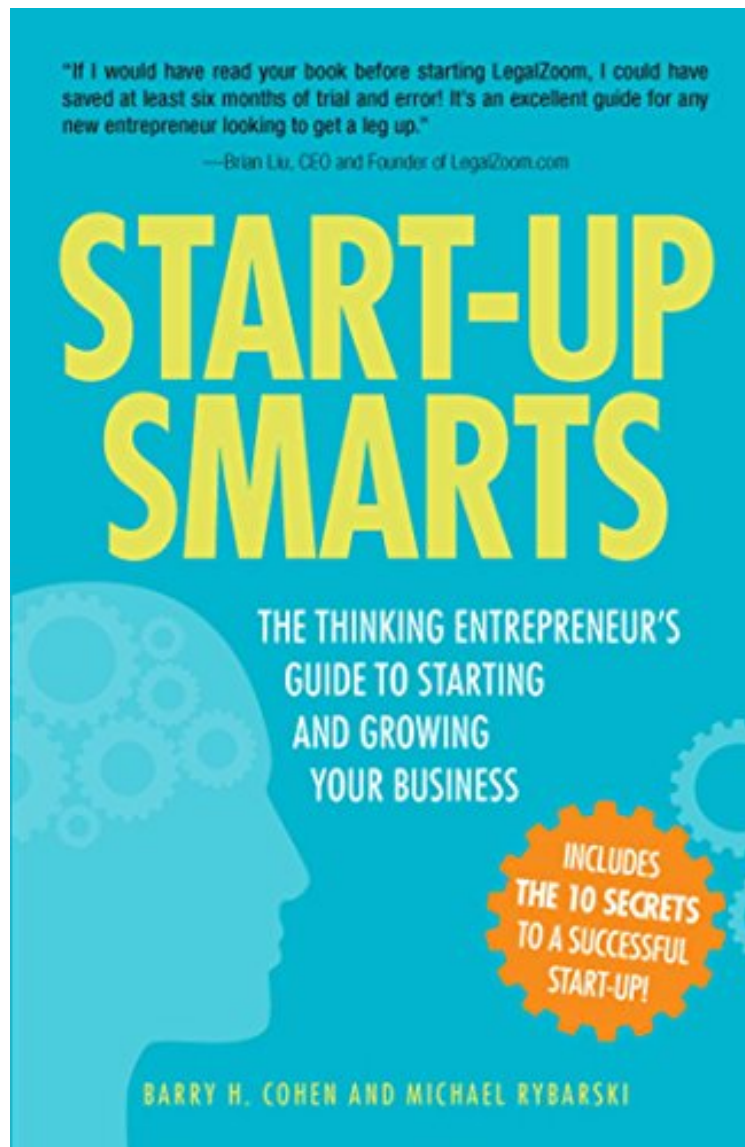


Start-Up Smarts: The Thinking Entrepreneur's Guide to Starting and Growing Your Business

Barry H Cohen, Michael Rybarski

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Barry H Cohen, Michael Rybarski : Start-Up Smarts: The Thinking Entrepreneur's Guide to Starting and Growing Your Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start-Up Smarts: The Thinking Entrepreneur's Guide to Starting and Growing Your Business:

1 of 1 people found the following review helpful. Start-up Smarts By Pastor Rick Greene This book is awesome! practical, informative, straightforward, and inspiring! I met with co-author Barry Cohen and he IS someone who genuinely cares and tries to help. In Faith, you are starting a business or already have one,, you should buy this book!0

of 0 people found the following review helpful. Asking the smart questions is the first step to launching your business! This book delivers both the questions AND answers! By Socially Speaking LLC As a startup entrepreneur myself, I know how necessary a bread crumb trail is in the entrepreneurship arena. I've learned that asking the smart questions is as important if not more, than knowing the smart answers! This book delivers both the questions AND answers and is a MUST read! Barry Cohen's experience and expertise, and his wry sense of humor, all shine through every page; whether he's sharing hard-earned wisdom about bulletproofing your business plan, your marketing campaign, or your search for strategic alliances and mentors. This essential manual is filled with practical and pertinent information for every startup entrepreneur who needs guidelines to think things through, and guidance on HOW to think like others he/she encounters along the way. I particularly liked his "smart-start tip" and "smart-start summary" sections which pepper the book, and his good advice about advertising and networking. The book ends with a bang; highlighting the success stories and takeaways of other entrepreneurs, making for an enjoyable, applicable, and humanizing read. Isn't that why we choose to read the business books we do? Choose to read and apply the lessons from this one, and watch your startup-savvy grow and your street-smarts kick in!

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Pinterest: Penina Rybak
Twitter: @PopGoesPenina2

2 of 2 people found the following review helpful. A smart purchase is Start-Up Smarts By CustomerIf you were to google "smart start-ups" you would probably get too many replies back to sift through the countless self professed experts that offer too much information or make it difficult to understand and follow. Starting up a new business is hard and succeeding with a new business is even harder despite what you might read from the start-up experts. As the executive director of a business incubator (INC.spire) and founder of six start-ups I know this to be true and I have read a lot of books on the subject of start-ups. So it was great for me to find Start-Up Smarts by Barry Cohen and Michael Rybarski who present a digestible and very effective walk through the various steps of ensuring start-up business success, which is no simple task. This is a book you will read more than once. At times you will go from Smart-Start Tip to Tip from Chapter to Chapter where the salient parts on each Chapter are summarized in easy to understand and remember summary paragraphs. You will go to certain Chapters for more detail when the need might be about the business idea, or the business plan, or funding, or company structure, sales and marketing strategy or business growth and operations; all heady but well presented topics. You will go back into the book to read the practical examples of businesses experiences; good and bad, that did or did not follow the smart-startup advice. Finally, there are a few nuggets presented at the end of the book that include real world (not classroom) stories that are a must read, a sample private placement memorandum, a set of business references and finally, an executive summary template or the "one pager" as it is known in the investment community and one of the hardest things for an entrepreneur to compile. Starting this year every business that enters my incubator will receive a free copy of this book as required reading. With a name like Start-Up Smarts, who wouldn't want to read this book? Maybe that was the key; If I had googled "Start-Up Smarts" and not "Smart Start Ups" I might have found this book sooner. I strongly recommend this book to anyone interested in start ups regardless of what you google.

"The section on testing your new business concept is unlike anything in any other book on start-ups. How much is it worth to know that your new business is something your customers will want--before you invest in it?" --Pat Cunningham, Wall Street Journal Advertising Advisor and former Vice Chairman, N. W. Ayer Global Advertising Agency
"Start-Up Smarts is an explosive work of ten powerful, practical steps that lay out reality." --Dr. Jeffrey Magee, Publisher, Performance Magazine
To make sure your start-up succeeds in the most profitable way, you need to plan and prepare your way to prosperity. This means learning the secrets of successful entrepreneurs--from knowing whom to trust to adapting in a changing marketplace. Start-up specialists and thriving business owners Barry H. Cohen and Michael Rybarski reveal the critical keys to getting your new business up and running a profit, including how to:
Create a Flexible Business Plan
Find Out What Your Customers Really Want
Capitalize on the Right Trends
Hire the Best People
Choose the Most Lucrative Partners
Complete with real-life success stories from first-time entrepreneurs and the best businesses to start right now, Start-Up Smarts guarantees your new business will prosper in any market!