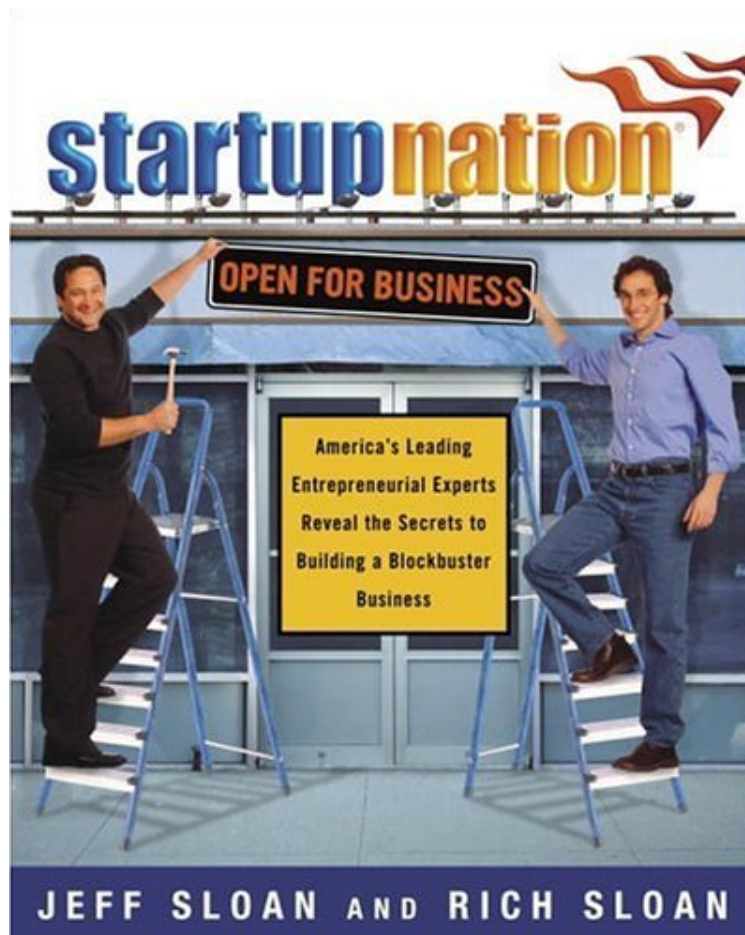


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## Startup Nation: America's Leading Entrepreneurial Experts Reveal the Secrets to Building a Block buster Business

*Jeff Sloan, Rich Sloan*  
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**Jeff Sloan, Rich Sloan : Startup Nation: America's Leading Entrepreneurial Experts Reveal the Secrets to Building a Block buster Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Startup Nation: America's Leading Entrepreneurial Experts Reveal the Secrets to Building a Block buster Business:

4 of 4 people found the following review helpful. Start me up!By BrodyStartupNation is a great book for anyone who ever thought about starting a business but didn't know where to start or lacked faith in themselves. The Sloan brothers provide you with basic steps to get to where you want to be in life; your business plan just falls into your life plan.They detail different types of businesses, ie. franchise, e-bay, startup, etc. And they tell you strategies for each one with tips along the way.The book is designed beautifully and never gets boring. Occasionally there are "fast facts" relating to the section you are reading. There are also a lot of quick tip boxes in the margins to break up the monotony

of reading straight down the page, left to right the whole way. I never got bored because of this and because the Sloan Brothers used interesting examples of how others started their businesses. It's true that this is a great motivational book, but you truly must possess the desire to start your own business. If you want to start one, or are considering starting one, I highly recommend this book. 0 of 0 people found the following review helpful. Go For It! By JCThis book is very inspirational. Most business books tend to be dry and negative, but this book is the antithesis of that old school of thought. The Sloan brothers are pretty thorough and straight-forward, covering all aspects of starting a business. They also have a website titled after the book that I highly recommend. 3 of 4 people found the following review helpful. Inspiring, informative, passionate and all-encompassing By Honoreacute;e Corder {Author: You Must Write a Book, Prosperity for Writers and 19 more...} Every so often a book comes along that is actually a tool ... StartupNation and the Sloan Brothers have put together just such a tool. This book is a must-read for anyone who has a business, or is contemplating starting a business. You'll find examples, real-life stories and ideas. It will make you think, cause you to dream, and move you to take immediate action (including what to do AND how to do it). Mixed in for good measure is a huge amount of inspiration and encouragement to help you overcome what's holding you back from "starting it up" or moving it to the next level. You'll refer back to the book again and again as you progress. Inside the pages of this book is the truth -- what it takes to start a business and succeed. Thanks, Jeff and Rich! Well done.

Want to take control of your life? Want to trade in that listless job and create the company you've always dreamed of? Millions of new businesses are started each year, from online diamond dealers to part-time pet projects; to the latest franchises. StartupNation is all about putting you in the driver's seat to start your own business. Jeff and Rich Sloan are lifelong entrepreneurs who have created dozens of successful businesses and have guided and advised thousands of others through their nationally syndicated radio talk show, on their Web site, and in their weekly online newsletter. In StartupNation, the Sloan Brothers examine every aspect of smart entrepreneurship and help you create the business you've always dreamed of. You'll learn about the dos and don'ts and the highs and lows of building your own business through the Sloan's in-the-trenches insights and the inspirational tales of over thirty other gutsy entrepreneurs. Among the stories you'll read about: • The Sloans' own patented invention, the Battery Buddy, which generated more than \$1 million in royalties • Lavetta Willis, who built Dada Footwear into a fashion brand that now produces sneakers worn by NBA basketball stars • Tom Nardone, who created the booming ShopInPrivate.com, where people can order items they're embarrassed to buy at the local drugstore. StartupNation presents a master course in identifying a good idea, building the right kind of business around it, and avoiding the pitfalls that can derail you. If you've ever dreamed of pursuing your own business, StartupNation will be your most powerful resource. From the Trade Paperback edition.

From Publishers Weekly Whether it's an idea for a new company or the dream of being your own boss, the brothers Sloan provide the inspiration and information needed to make your business fantasy a reality. Serial entrepreneurs, angel investors and creators of the multimedia company StartupNation—which includes a radio show, Web site (StartupNation.com), e-newsletter and, now, this book—they are enthusiastic ministers of entrepreneurialism. They offer followers the vision, spirit and plan for achieving their goals. But if you're thinking this "plan" is a business plan, you need to be patient. They spend the first third of the book on developing a "life plan." This full spiritual inventory leads readers through what they really want, who they really are and what they're really prepared to do. One's emotional and physical health will greatly influence the health of one's business, the authors argue, no matter what that business ultimately involves. Once fully assessed, readers are led to decide what business types are best-suited to them—franchising, licensing, etc.—and are given options for pursuing each. The brothers even provide ideas for uncovering opportunities to fill unmet market needs. Only then do they turn to formulating the business plan. Throughout the book, Sloan Sloan share their own experiences as inventors of the Battery Buddy, along with those of their radio show callers and neighbors. There is no mistaking this book for a business school product—few charts, no formulas. Yet it offers detailed discussions of the same subjects in a genuinely clear, encouraging and well-meaning way. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist The Sloan brothers bring passion and a practical worldly experience to their book. Using their licensing sale of Battery Buddy to Masco Corporation as a springboard, these Michigan-based siblings paint a realistic perspective on business ownership—and a visionary picture as well. Who else would explain the importance and process for creating a "Life Plan"? What other collection would proffer such eloquent principles about work—seeing it as freedom, family, and fulfillment? Where else could a potential entrepreneur pick up the inspiration and the tangible advice, not only from the Sloans and their multimedia SUN but also from the featured "Super Start-Ups" such as Devine Color and SkyDeck. A prescription for renewing your faith in doing your own thing. Barbara Jacobs Copyright © American Library Association. All rights reserved. Advance Praise for StartupNation "Unbelievable! At last, a business book composed not of anodyne observations and bromides, but one filled with concrete, rubber-meets-the-road tips that every entrepreneur should know. Save yourself years of wasted time, and millions of squandered VC dollars, and study this book." —Patrick M. Byrne Ph.D., CEO, Overstock.com "So many business books today focus on

how to start a business by raising venture capital and growing it in the Silicon Valley way. This book is for every man and woman across the USA who is interested in starting a business, and focuses on the fundamentals that are universal to all businesses — ranging from the local flower shop to a business that could grow into a future IPO blockbuster! — Norm Brodsky, senior contributing editor, Inc. magazine; “The Sloan brothers are the rock stars of entrepreneurship!” — Michigan governor Jennifer M. Granholm; “Don’t pick up this book, unless you’re serious about starting a business. The Sloan brothers make it clear that the time is now.” — These guys will get you totally fired up! — Pat Croce, best-selling author of I Feel Great and You Will, Too! and Lead or Get Off the Pot! — Okay, dreamers. No more excuses. The Sloan brothers have packaged up all of their street wisdom, folded in with dozens of inspiring stories about other successful entrepreneurs — so you can stop dreaming and start doing. The practical know-how you need to build a plan for your business is inside this book. — Verne Harnish, CEO, Gazelles and Founder, Young Entrepreneurs Organization

From the Trade Paperback edition.