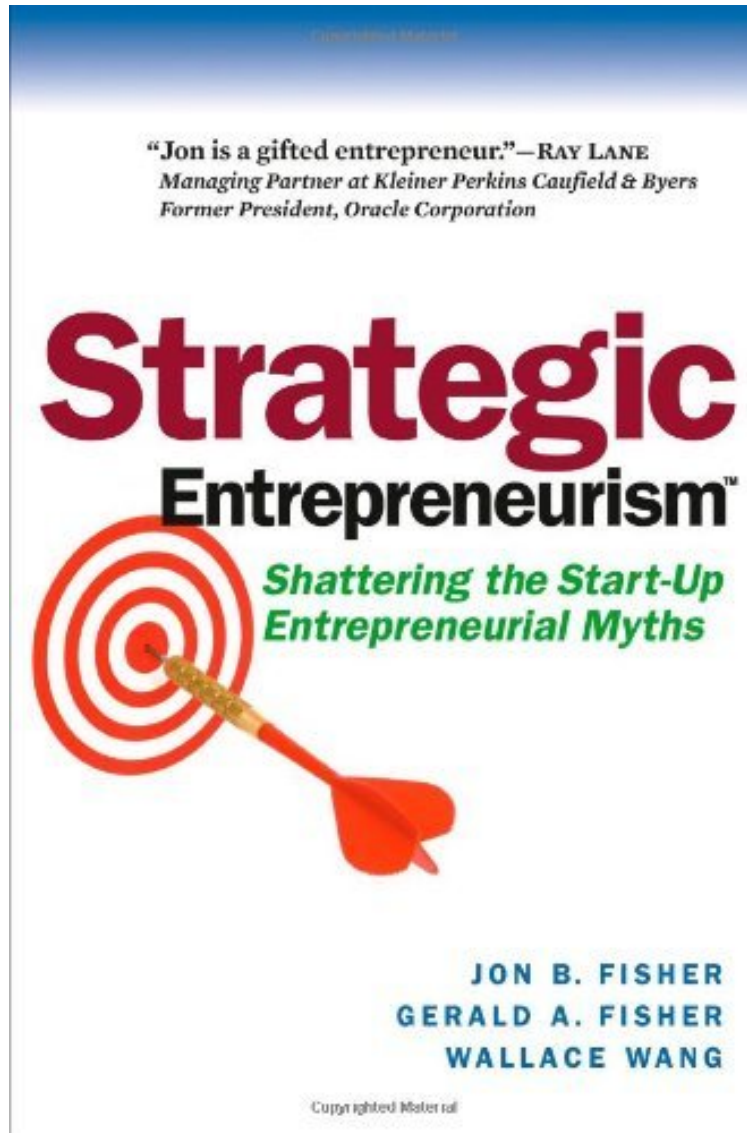


# Strategic Entrepreneurism: Shattering the Start-Up Entrepreneurial Myths

*Jon B. Fisher, Gerald A. Fisher, Wallace Wang*  
audiobook / \*ebooks / Download PDF / ePub / DOC



#1527440 in eBooks 2009-06-01 2009-06-01 File Name: B00272MH3M | File size: 46.Mb

**Jon B. Fisher, Gerald A. Fisher, Wallace Wang : Strategic Entrepreneurism: Shattering the Start-Up Entrepreneurial Myths** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Entrepreneurism: Shattering the Start-Up Entrepreneurial Myths:

0 of 0 people found the following review helpful. A must read for anyone making business product or service decisions  
By John F. Bauer III There is a familiar phrase "no one ever got fired for buying IBM" that suggests products or services selected from a well know vendor are the safest. "Strategic Entrepreneurism: Shattering the Start-Up

Entrepreneurial Myths" reads like a buying guide for established businesses looking to achieve success beyond the well established products and services offered by the same vendors as their competition. The points the author makes, especially in Chapter 7 starting on page 99, surrounding how to partner with customers outlines a success strategy for both the entrepreneurial startup company as well as the strategic customer. The strategic customer is in the unique position to have a business problem or solution solved in an extremely customized way that no big name vendor can do with mature and well established products and services and thus leap ahead of the competition. I had the unique opportunity to be a strategic customer of one of Jon's businesses mentioned in the text and I can personally and professionally attest to the groundbreaking entrepreneurial themes outline in this exceedingly well written book. Without question, it is a must read for budding entrepreneurs as other reviewers have consistently identified. In addition, it is a must read for business decision makers that need to stay ahead of the competition with customized solutions that strategic entrepreneurs can deliver and established vendors cannot. 0 of 0 people found the following review helpful. Highly Recommended for Every Start-Up Entrepreneur By Noel CI wish I'd found this book 3 years ago, I've been using it like a textbook with my business partner (we make mobile messaging software) for the past 6 months. Jon does a great job of setting the stage for what the IPO market is (or isn't) and gives a step by step plan on how to conceive an idea that has a higher probability of being bought by a larger company. Even if you're only interested in creating a lifestyle business, his book takes you through the best ways to get started by finding a problem, creating solutions that customers want, collaborating with strategic customers who give your company/product credibility, building the product and then selling it. I've recommended this book to dozens of tech start up founders as well as my business partners at a marketing agency. The book gives specific examples in tech, but the fundamentals can be applied to every industry. 0 of 0 people found the following review helpful. Very thorough and clean By Kirill Pertsev The message of the book is very clean and it is radically different from many other books by famous authors 'how to build a great company'. This books tells you how to stop deluding yourself and start doing real business from the very inception of your idea and business. This book is very practical, you'll find no Total World Domination slogans inside. So if you have a choice of only two books to buy and read before starting your company then it should be this one and Founders at Work: Stories of Startups' Early Days (Recipes: a Problem-Solution Ap). They even share the same serious drawback: a hardcover :-)

Every entrepreneur's dream is to create the next big name success story like Amazon.com, or Google. While everyone should dream big, the reality is that most startups fail precisely because they're trying to become the next big name success. The real secret to entrepreneurial success lies in Strategic Entrepreneurism where you design a company specifically to be acquired by a larger one. That's why the founder and CEO of several successful high-tech startup companies, multi-millionaire Jon Fisher, has written down his success principles. Strategic Entrepreneurism shows entrepreneurs how to design their companies towards the path of least resistance, maximum payoff, and lowest risk. Entrepreneurs will learn how to evaluate their business ideas; leverage technology to increase profits; choose strategic customers to insure their company's survival; generate revenue from their company's inception; and avoid competing against larger companies. Above all, Strategic Entrepreneurism explains the common pitfalls of starting a company and how to avoid them. These include the traps of growing too fast, focusing on the wrong product, and accepting too much funding from outside investors.