

The One Minute Entrepreneur: The Secret to Creating and Sustaining a Successful Business

Ken Blanchard, Don Hutson, Ethan Willis
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**The Secret to Creating and Sustaining
a Successful Business**

The One Minute Entrepreneur™

**Ken Blanchard
Don Hutson**
and
Ethan Willis

An Inspiring
Story About
Discovering Your
Entrepreneurial
Strengths

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Ken Blanchard, Don Hutson, Ethan Willis : The One Minute Entrepreneur: The Secret to Creating and Sustaining a Successful Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The One Minute Entrepreneur: The Secret to Creating and Sustaining a Successful Business:

27 of 27 people found the following review helpful. Awful, Blanchard really phones this one in. By R. Edwards Compared to some of his previous books this one really disappoints. The story is told as a hokey narrative (as is Blanchard's style) of the hapless protagonist as he struggles to start his career in sales and then start his own

business. It quickly dissolves into a shameless ad for a half dozen or so motivational speakers and fellow authors. Very little meat on the bone. Each chapter ends with a list of a few folksy hints and tips our hero learns, but they are often not well developed or supported in the story and add little to this boring shallow book. Pass on this one. For a good getting started in business story with better take-aways read *Maverick: The Success Story Behind the World's Most Unusual Workplace* by Ricardo Semler. 8 of 8 people found the following review helpful. I'm embarrassed for Blanchard...By Ingal agree with the other one-star reviews - Blanchard's "one minute manager" was a fantastic book - a completely new way of managing presented in a thoughtful, concise manner. His other books (*Gung Ho*, *Raving Fans*, etc.) are also well done, so I was VERY dissapointed with this text. The characters are hokey, and the "plot" is very cliché. Additionally this book does not add anything to the body of material that is out there regarding entrepreneurship. The tagline "The secret to creating and maintianing a successful business" is much better illustrated through Tim Ferriss' "*The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich*". 1 of 1 people found the following review helpful. Enjoying the book of "*The One Minute Entrepreneur*" By Peg Lohman I choose this rating because I could relate with the stories, and learn a lot about improving myself becoming an entrepreneur. With the economy these days being unstable I am really looking forward to creating my own future and financial economy. I don't have too many people supporting me on a daily basis so it's important for me to read books like this one and I really got a lot out of it. It taught me alot about relating to customers and many other details of accomplishing success.

Mega-bestselling author Ken Blanchard and celebrated business leaders Don Hutson and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur. In *THE ONE MINUTE ENTREPRENEUR*, Ken Blanchard (coauthor of the #1 bestselling business classic *The One Minute Manager*), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man's challenges in creating his own business. Through a powerful and engaging narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In addition, the book offers invaluable advice, delivered through One Minute Insights, from such entrepreneurs and thinkers as Sheldon Bowles, Peter Drucker, Michael Gerber, and Charlie "Tremendous" Jones. Today, in the midst of the largest entrepreneurial surge in U.S. history, four out of five small businesses continue to fail. *THE ONE MINUTE ENTREPRENEUR* offers businesspeople and would-be entrepreneurs a treasure trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.