



## The Entrepreneur's Guide to Successful Leadership

By Dan Goldberg, Don Martin

ABC-CLIO. Hardback. Book Condition: new. BRAND NEW, The Entrepreneur's Guide to Successful Leadership, Dan Goldberg, Don Martin, It's one thing to come up with a good business idea, and quite another to marshal the people, money, and other resources entrepreneurs need to make the dream a successful reality. That's why most businesses fail within the first two years. The Entrepreneur's Guide to Successful Leadership helps budding moguls make it out of the toddler phase of entrepreneurship and into adolescence and adulthood with confidence. A concise and practical guide to leading smaller enterprises, the book is based on a proven, nine-step model of effective leadership developed by Dan Goldberg-the founder of the For Eyes optical chain-and entrepreneur and educator Don Martin. Step by step, readers learn what real leadership looks like and how to lead and grow the successful enterprise. Creating a vibrant business starts with understanding who you are, say the authors, and then coming up with a vision, mission, and strategy. That's the easy part. The hard part is to execute the strategy in line with your dreams, while using effective, ethical tactics to establish the business and prosper. Seasoned hands, the authors make that job easier, while helping...



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