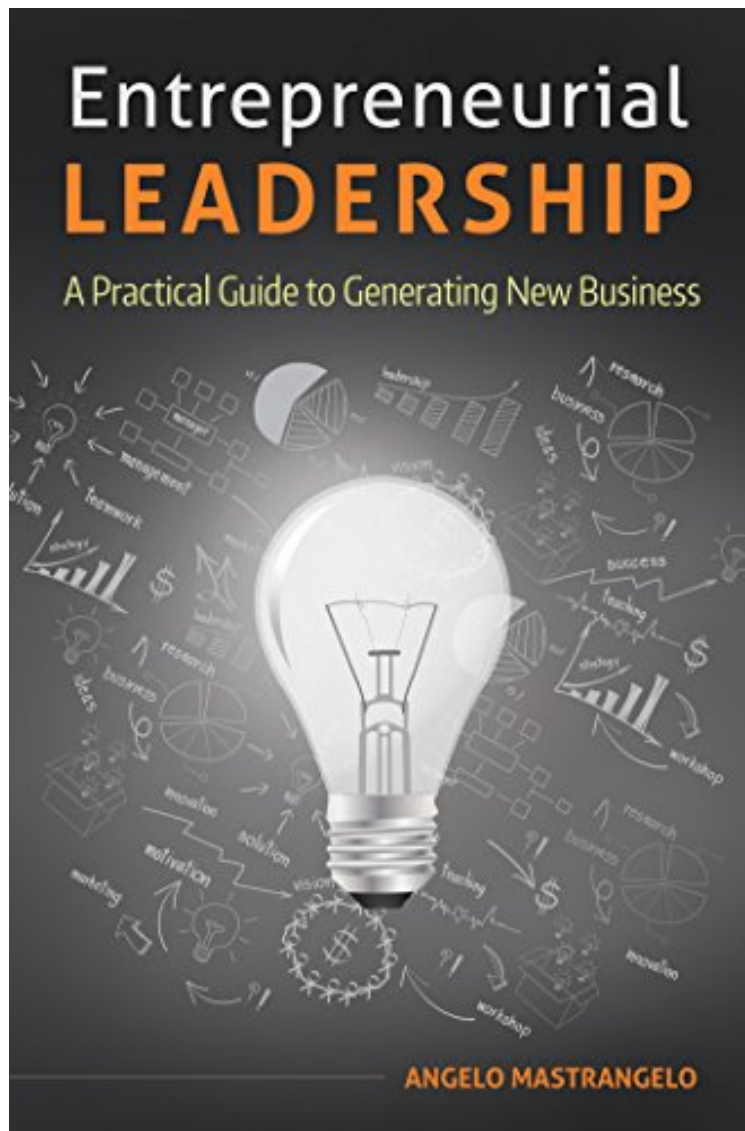


(Mobile library) Entrepreneurial Leadership: A Practical Guide to Generating New Business: A Practical Guide to Generating New Business

Entrepreneurial Leadership: A Practical Guide to Generating New Business: A Practical Guide to Generating New Business

Angelo Mastrangelo

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Angelo Mastrangelo : Entrepreneurial Leadership: A Practical Guide to Generating New Business: A Practical Guide to Generating New Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurial Leadership: A Practical Guide to Generating New Business: A Practical Guide to Generating New Business:

1 of 1 people found the following review helpful. Entrepreneurial Leadership is Outstanding - Both Educational and

Inspirational! By Debra Entrepreneurial Leadership provides the perfect balance of education and inspiration in one book! In addition to describing how to set forth a strategy and a vision for establishing and/or growing a business, Dr. Mastrangelo offers concrete, practical operational tactics for implementation. So many business and leadership books miss the most important aspect of development — the critical part of solving a problem for a customer, solving it in a profitable way, and sustaining the business. This book provides a clear outline for doing these things and, what I found particularly interesting, were the numerous case studies offered throughout. It was exciting to learn about Dr. Mastrangelo's life as the son of immigrant parents and of his climb to tremendous success in the beverage industry and in his mid-life transition to a career in higher education. The concepts and language set forth in Entrepreneurial Leadership are so inspiring that, in addition to my copy, which I am now reading for a second time (this time with a highlighter!), I am buying copies for my sons and for other entrepreneur colleagues. I highly recommend Entrepreneurial Leadership — it is outstanding!

1 of 1 people found the following review helpful. The "Entrepreneurial Leadership" is realistic, inspiring, enjoyable and educational. By Customer As an educator in entrepreneurship for over 20 years and a business owner, I found the Entrepreneurial Leadership realistic, inspiring, enjoyable and educational. Entrepreneur students will gain excellent insight into business ownership from the many practical examples and business models provided by Dr. Mastrangelo. Those considering an entrepreneurial venture for the first time will learn best-practices in a well-written and easy to follow book. Current business owners will find valuable guidance and techniques that will surely enhance their operations. It is rare that I have come across a book that clearly applies critical and relevant entrepreneurial concepts that is easy to read and fun. I believe that Entrepreneurial Leadership is an essential read for students, as well as current and future entrepreneurs. I highly recommend it.

— Laura Knochen Davis, Entrepreneurial Teacher and Business Owner

0 of 0 people found the following review helpful. Essential Reading for Entrepreneurs and Business Students. By Justin Professor Mastrangelo is one of the few, generous, and proven teachers I know to not only command the field of entrepreneurship but also continuously replicate his success through the mentorship of students and practitioners alike. Nothing is quite as informative as taking his course in person, but this writing is a close second. Having worked through his opportunity model in classroom exercises, startup companies, and small businesses, I am confident this approach will help navigate realities that keep many aspiring entrepreneurs from introducing products and services to the market. In fact, don't just take my word for it. These lessons can be used to reconstruct the successes and failures of companies in any industry, from Apple to Zappos. Professor Mastrangelo begins by taking the reader through his five-step opportunity model: 1) Identify a Commercially Viable Problem 2) Create a Product or Service That Has a Strong Competitive and Comparative Advantage 3) Ensure That Your Product or Service Is Sustainable through Patents, Trademarks, First-Mover Advantage, and Continuous Improvement 4) Secure Your Product or Service's Profitability 5) Build an Effective Team. The book title Entrepreneurial Leadership can be explained in part by the opportunity model; entrepreneurship is leadership with a bent on marketing, which results in the implementation and execution of commercially viable problems to generate new business. Much of this approach stems from the pains that customers experience, as explored through the concepts of demand, value, needs, wants, human behavior, prototyping, timing, calculated risk-taking, first-mover advantage, the "wow factor", and the creation of organizations, just to name a few. The remainder of the book illustrates leadership principles to achieve these ends, demonstrating how to incorporate the opportunity model within varying organizations and cultures. Along with some life lessons learned throughout his business tenure, Professor Mastrangelo details professional and personal leadership qualities that contributed to his own success story. Entrepreneurial textbooks often "miss the point" in pedagogy; meanwhile, there is a void in the rigorous and methodical thinking necessary for entrepreneurs who must avoid falling victim to high failure rates in the real world, tasked with overcoming the massive (and expensive) learning curve to start a business. This book is contextualized for those who have an idea but may lack the preparation or critical management skills to assess and deliver on an opportunity. As Professor Mastrangelo would say -- the answers will change, but the questions always stay the same.

Real-life examples from the author's experience illuminate a step-by-step plan that can help entrepreneurial leaders achieve their goals.

- Suggests easy-to-follow principles for entrepreneurial leaders in all kinds of organizations based on the author's 40+ years of success leading enterprises in the business and nonprofit worlds
- Combines principles of entrepreneurship and leadership into two groundbreaking models
- Explains the fundamentals of entrepreneurial leadership in clear, readily understandable language
- Shows the reader how to identify commercially viable opportunities versus opportunities that may not generate income
- Takes readers inside the "Cola Wars" of the 1980s and 1990s, providing a glimpse into an industry that most people regularly patronize but of which they have no insider understanding
- Uses real-life examples to show how entrepreneurial leadership has been practiced in unexpected places, including three U.S. presidencies

"This book combines the best of personal and professional development in an effective but surprisingly easy-to-implement model. Readers will find powerful tools to help them create new opportunities and maximize their

leadership skills." (Jeff Hoffman, Cofounder, Priceline.com)"There are few books that come along with the ability to radically change how one approaches their personal and professional life. The book you hold in your hands will turn your entrepreneurial aspirations into a successful reality while building your skills to be an effective leader who gets things done." (Arel Moodie, Best-selling author, speaker, and founder of The College Success Program; Inc. Magazine 30 Under 30 Honoree)About the AuthorAngelo Mastrangelo, PhD, is professor of leadership and entrepreneurship at Binghamton University in Binghamton, NY.