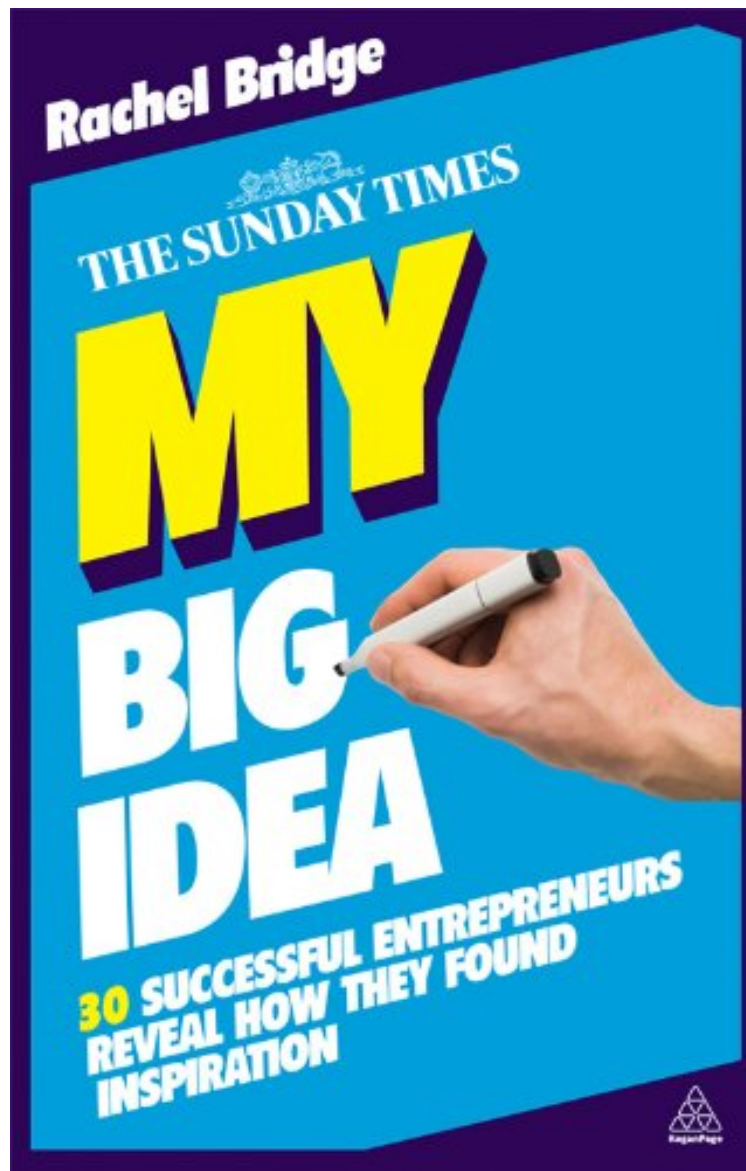


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## My Big Idea: 30 Successful Entrepreneurs Reveal How They Found Inspiration (The Sunday Times)

*Rachel Bridge*

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**Rachel Bridge : My Big Idea: 30 Successful Entrepreneurs Reveal How They Found Inspiration (The Sunday Times)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised My Big Idea: 30 Successful Entrepreneurs Reveal How They Found Inspiration (The Sunday Times):

1 of 1 people found the following review helpful. InspirationalBy KamiThis is a great book for inspiration. If you have

been thinking of starting a business, read this. It may give you the kick to get started. Most of the entrepreneurs are from the UK, but they have the same inspirations and struggles as someone in the USA. It also has a lot of typos in it, but that didn't take away from the content. I would highly recommend. Kami0 of 0 people found the following review helpful. Good BookBy Noah KimmelThis book shares 2-4 pages each about 30 different British entrepreneurs. It is a good book to draw ideas from and hear stories. It is not a detailed How-to and will not get into the complexities of starting a business, but it is still a nice, quick read0 of 0 people found the following review helpful. Highly recommend.By Julie MaunderSo easy to read, and inspiring. Good summer holiday reading, you can dip in and out, written as 30 chapters.

So what constitutes a good business idea? How do you look for one? And when you find one, how do you know if it's good enough to turn into a successful business?My Big Idea tells the stories of 30 successful entrepreneurs and how they got the winning ideas for their successful businesses. Intriguing and encouraging, this insightful collection shows you that inspiration for that winning business idea is all around you. You just have to look carefully and spot it before someone else does. So what are you waiting for? Read My Big Idea and get ready for inspiration to strike.

"every entrepreneur needs a big idea and Rachel Bridge's inspiring second book brilliantly captures the challenge, frustration and excitement of turning a big idea into a successful business. essential reading for every budding entrepreneur." Sir Richard Branson "rather than dredging up the usual throng of software and banking kingpins, the individuals interviewed have taken rather more unusual routes to financial reward...the book advises, right from the start, that having a good idea can often be as simple as finding a solution to something you find annoying, then branding or reworking it." Easyjet "throws light on the sort of person it takes to succeed as an entrepreneur." management today "reveals the inspiration and the story behind the start of the business." Comms Dealer "serves as a quiet reminder that with enough determination, a little imagination and a spot of good luck, anything is possible." quality world "an insight into innovative thought processes." one step "explains where to find the most promising business ideas and crucially, how to determine if they will sell." personal success "inspirational...a perfect read when you need a lift on a tough day." north west london chamber news "offers a feel good factor!" lighting sound international "this volume presents revised and updated versions of 30 of her "how i made it" columns. these columns tell the personal success stories of such risk-takers as Judy Cramer." book news inc "every entrepreneur needs a big idea and Rachel Bridge's inspiring second book brilliantly captures the challenge, frustration and excitement of turning a big idea into a successful business. essential reading for every budding entrepreneur." Sir Richard Branson "this volume presents revised and updated versions of 30 of her "how i made it" columns. these columns tell the personal success stories of such risk-takers as Judy Cramer." book news incAbout the AuthorRachel Bridge is the Enterprise Editor of The Sunday Times in London. She writes the "How I Made It" column each week for the paper as well as regular features about entrepreneurs and small and growing businesses. A regular speaker on the subject of entrepreneurs, she is also the author of My Big Idea and You Can Do It Too (both also published by Kogan Page).