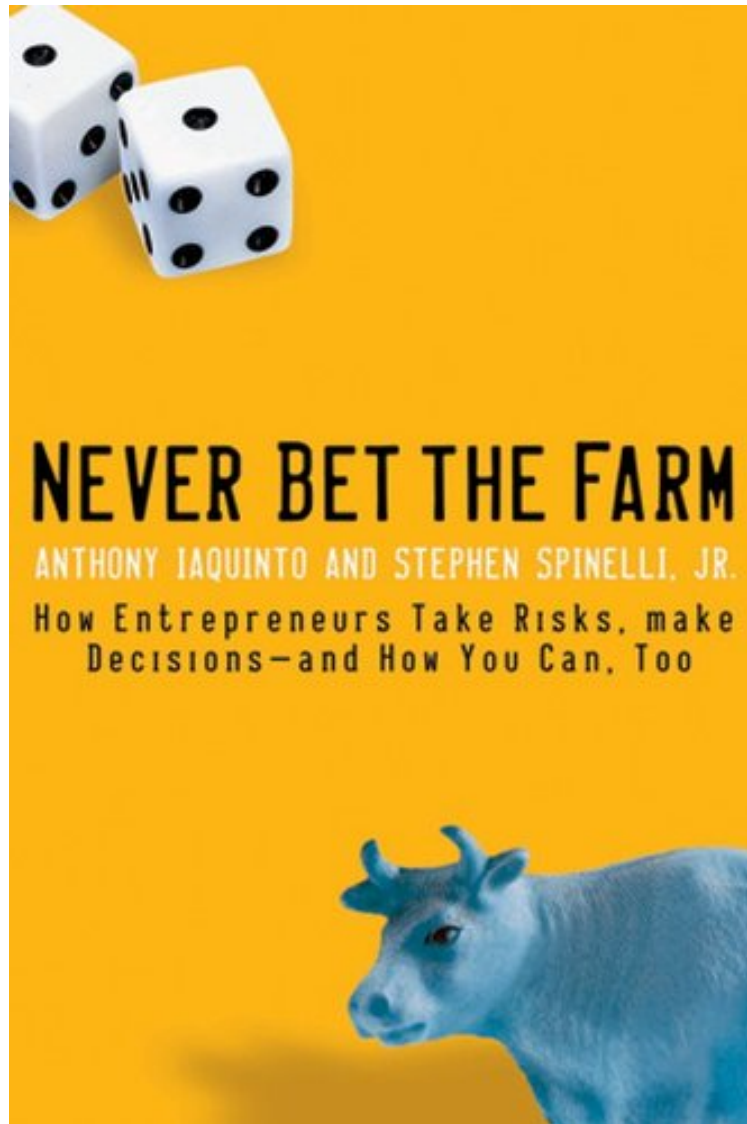


[Pdf free] Never Bet the Farm: How Entrepreneurs Take Risks, Make Decisions -- and How You Can, Too

Never Bet the Farm: How Entrepreneurs Take Risks, Make Decisions -- and How You Can, Too

Anthony Iaquinto, Stephen Spinelli
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Anthony Iaquinto, Stephen Spinelli : Never Bet the Farm: How Entrepreneurs Take Risks, Make Decisions -- and How You Can, Too before purchasing it in order to gauge whether or not it would be worth my time, and all praised Never Bet the Farm: How Entrepreneurs Take Risks, Make Decisions -- and How You Can, Too:

0 of 0 people found the following review helpful. Good points, boring executionBy BrentI could summarize this book as saying it has some really solid points on taking risks making decisions for start-up businesses, but it is a pretty boring book. It's a quick read as is, but it could honestly be summarized into an even quicker 10 page book while still

making all of the same points. 0 of 0 people found the following review helpful. Definitely a great read! By J. Rysdam (Mother of 6) Great book! I just loved Professor Iaquinto. Definitely one of my favorite professors! Lots of great advice and hints. 1 of 2 people found the following review helpful. Buy It By C. Mann This was the first book I read when starting my business. I enjoyed the real world examples they gave about the trials and tribulations of other entrepreneurs like Sam Walton, etc. It was an easy read, and was very inspirational. The resources listed at the end of the book was a great launching point for other books, websites, and organizations that can help you with your business venture.

In *Never Bet the Farm* two leading entrepreneurs, Anthony Iaquinto and Stephen Spinelli, turn much of the so-called expert advice for entrepreneurs on its head. They show that by preparing for setbacks and using a framework that can help reduce risks and simplify decision making, entrepreneurs can increase their probability for success. They refute the idea that there is an ideal entrepreneurial "type," and show that luck can be as important as a business plan in many enterprises. Above all, the authors emphasize that entrepreneurship is a career, not a one-time event, and winners are those who can keep themselves in the game. *Never Bet the Farm* is an easy-to-understand and attractive tool for anyone who has a business idea, but who might be wary of the risks implied in starting their own business.

"*Never Bet the Farm* is an outstanding work, with many refreshing insights. A book I will use in entrepreneurship classes for some time to come." —Albert A. Cannella Jr., Hahnco Companies professor, Arizona State University, Department of Management "Iaquinto and Spinelli, using a rare mixture of practical experience and academic expertise, have come up with a framework that every entrepreneur should use if they wish to survive the inevitable pitfalls that line their path to success." —Richard A. Steenerson, president and owner, Polaris Marine, Inc. "*Never Bet the Farm* is a book that manages to be both practical and inspirational." —Arsen Avakian, CEO and founder, Argo Tea, Inc. "A very readable book for any entrepreneur." —Rocki-Lee DeWitt, dean, University of Vermont, School of Business Administration

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About the Author Anthony L. Iaquinto received his Ph.D. from Columbia University and spent fifteen years as an educator and entrepreneur in Japan. He started three businesses, including a language school and two restaurants. In 2005 he was a visiting scholar at Arizona State University. Stephen Spinelli Jr. is cofounder of Jiffy Lube International. He is currently vice provost at Babson College and holds the John H. Muller Jr. Chair in Entrepreneurship. He is also director of the Arthur M. Blank Center for Entrepreneurship.