

MALIN BRÄNNBACK | ALAN CARSRUD

FUNDAMENTALS —FOR— BECOMING A SUCCESSFUL ENTREPRENEUR

FROM BUSINESS IDEA
TO LAUNCH AND MANAGEMENT



Praise for *Fundamentals for Becoming a Successful Entrepreneur*

“Most books on new venture creation are relentlessly performative, giving guidance on how to complete a business plan. Brännback and Carsrud take a different approach. Adopting the voice of an experienced and wise mentor, they guide the would-be entrepreneur/new venture creator through the start-up process, emphasizing what they need to know and why they need to know it. Engaging and scholarly without being dry and demystifying the start-up process, this is a must-read for the manager/employee interested in entrepreneurship as a career option.”

—**Professor Richard Harrison**, Chair in Entrepreneurship and Innovation, University of Edinburgh Business School, Edinburgh, UK

“Brännback and Carsrud present an engaging and wide-ranging approach to starting and growing businesses that covers context, mindset, and the type of behaviors necessary for being entrepreneurial. The authors also draw from a global selection of examples to show the universality of many entrepreneurial practices along with a set of recommended exercises to help the reader on their way.”

—**Professor Patricia Greene**, Paul T. Babson Chair in Entrepreneurial Studies, Babson College, Wellesley, MA

“Finally a book on entrepreneurship for the rest of us. A book not bound by the myths of the Silicon Valley, but rather a book that speaks to the entrepreneurial spirit in all of us. Brännback and Carsrud have put together a very practical book that is perfect for students, aspiring entrepreneurs or ‘any person with a desire to pursue an opportunity and to achieve a goal.’ This is a book for real people looking to create real businesses and real careers that meet their goals, not create mythical ‘ventures.’ This book is going on the syllabus.”

—**David L. Deeds, Ph.D.**, Sandra Schulze Professor of Entrepreneurship, Opus College of Business, The University of St. Thomas, Minneapolis, MN

“Reading this book was a valuable refresher to my MBA coursework—and a reminder of some of my many mistakes. If you are considering starting your own business, save yourself time and money by reading this first!”

—**Chris Jarvis**, author of *Wealth Secrets of the Affluent* and founder of Jade Risk

Fundamentals for Becoming a Successful Entrepreneur: From Business Idea to Launch and Management

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